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International Agency of the Year DDB Needham, London

CHIAT/DAY

ADVERTISING AGENCY INCOME

Global ad volume soars for top 500

U.S.

Y&R stays on top despite solid run by Saatchi

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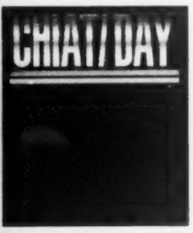
By R. Craig Endicott

Young & Rubicam held fast to its crown as the largest U.S.-based ad agency despite a strong bid by Saatchi & Saatchi Advertising Worldwide to overtake the perennial leader, according to ADVERTISING AGE's 45th annual Advertising Agency Income Report.

Composite returns of the AD AGE 500—the top 500 agencies in the report—showed advertising growth in the U.S. returning to more robust levels last year. U.S. gross income for the top 500 produced a 9.8% gain—to $6.8 billion—and, in billings, a gain of 12.4%—to $48.3 billion. Both U.S. gross income and billings in 1987 had fallen about 4% from the prior year.



Agency of the Year and International Agency of the Year appear on Pages 4 and 5.

Worldwide gross income grew to $11.2 billion on billings of $78 billion, up 16.9% and 18.7%, respectively, for the AD AGE 500.

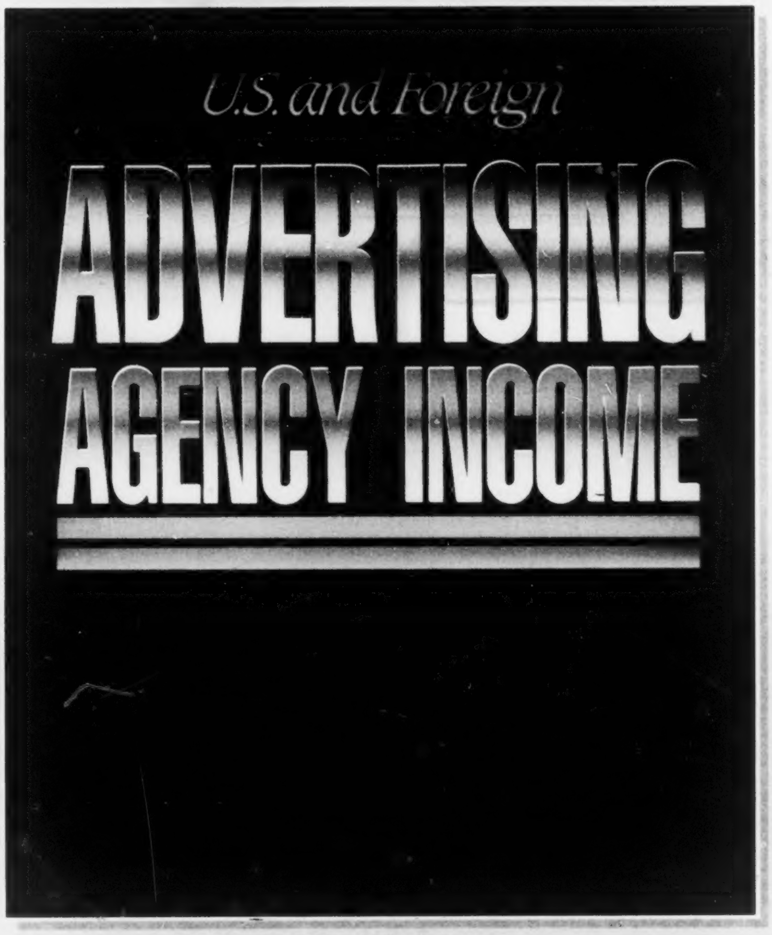
Y&R, which claimed the No. 1 position for the eighth consecutive year, accounted for about 7% of the 500's worldwide gross income and billings. The agency reported $757.6 million in worldwide gross income on worldwide billings of $5.39 billion in 1988.

Had fast-closing Saatchi & Saatchi won one more major account it might have replaced Y&R. As it was, Saatchi's gross income of $740 million on billings of $5.05 billion cut the Y&R margin to $17.1 million from a spread of $50.2 million in gross income a year ago.

Backer Spielvogel Bates Worldwide, Saatchi's sister agency in the Saatchi & Saatchi PLC group, took the No. 3 slot in worldwide gross income with $689.8 million.

Returns from these two huge Saatchi agencies, when added to the holding company's third U.S. agency, AC&R Advertising (No. 30), enabled London-based Saatchi & Saatchi PLC to emerge as the world's largest mega-group. Its worldwide gross income of $2 billion on $13.5 billion in billings, outdistanced Inter-

(Continued on Page 2)



Cover design by AVID Productions

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FOREIGN

No. 1 Dentsu hits lofty $1.2 billion in gross income

By Julie Skur Hill

Dentsu Inc. easily retained its "world's largest agency" title in 1988 as its gross income broke the $1 billion barrier.

According to AD AGE's 27th annual foreign agency income survey that included 945 agencies from 67 countries this year, the continuing fall of the U.S. dollar against major currencies helped agencies based in Japan, France and the U.K. hold down their U.S. competitors.

Perhaps Tokyo-based Dentsu and the other Japanese agencies benefited the most from the weakening dollar.

Dentsu '88 gross income leaped 38.9% from 1987, bringing the figure to more than $1.2 billion from $885 million. Its '88 billings grew a hefty 39.5% to $9.5 billion from the previous year's $6.8 billion.

Billings at Dentsu, which has significant holdings in non-advertising businesses, include some of its below-the-line activities.

Included in the billings figures are: equity in multicultural agency HDM; 49% stake in Lucerne, Switzerland-based sports marketing agency ISL Marketing; Dentsu's 12 overseas offices; and activities in printing, public relations, direct marketing, exhibitions, expositions and market research.

Earnings from Dentsu's large holdings in real estate are not included in its billings.

Growth at No. 2 Young & Rubicam—the top ranking U.S. agency—pales in comparison to Dentsu. Y&R's 1988 gross income reached $757.6 million, up 3.1% over 1987's $735 million, while billings grew 9.9% to $5.4 billion from $4.9 billion in 1987.

As the historical grudge match continues, the gap in gross income between Dentsu and Y&R has more than tripled from $145 million in '87 to $471 million in '88—or slightly more than the '88 gross income of No. 12 Grey Advertising.

The dollar's tumultuous ride throughout the 1980s has tipped the advantage back and forth between the Japanese and U.S. agency giants. Y&R last held claim to the No. 1 spot in 1985, when the dollar was strong and Dentsu was held down to the No. 3 position. Dentsu claimed the No. 1 spot from 1973 to 1983, while the dollar was relatively weak.

Total gross income for the top 50 worldwide agencies hit $12.8 billion, up 20.3% from $10.6 billion for those same agencies in 1987. Billings reached $90.1 billion, up 21.7% from $74 billion in 1987. During 1988, the top 50's average gross income grew 25%, while average

(Continued on Page 70)

Advertising Age's top 10 agencies of 1988

Top 10 U.S. agencies by gross income

Rank	Agency	Worldwide gross income	% chg
1	**Young & Rubicam**	$758	3.0
2	**Saatchi & Saatchi Advertising Worldwide**	740	8.1
3	**Backer Spielvogel Bates Worldwide**	690	14.8
4	**McCann-Erickson Worldwide**	657	28.2
5	**FCB-Publicis**	653	26.0
6	**Ogilvy & Mather Worldwide**	635	12.6
7	**BBDO Worldwide**	586	6.6
8	**J. Walter Thompson Co.**	559	14.7
9	**Lintas: Worldwide**	538	28.6
10	**Grey Advertising**	433	17 2

(See Page 8 for a complete ranking of U.S.-based agencies.)

Notes: Dollars are in millions

Top 10 U.S. brand-name agencies

Rank	Agency	U.S. billings	% chg
1	**Leo Burnett Co.**	$1,765	13.9
2	**Saatchi & Saatchi Advertising**	1,740	3.9
3	**J. Walter Thompson Co.**	1,722	10.9
4	**FCB-Publicis**	1,552	12.6
5	**Young & Rubicam**	1,529	24.9
6	**DDB Needham Worldwide**	1,292	8.1
7	**McCann-Erickson Worldwide**	1,268	23.9
8	**Ogilvy & Mather Worldwide**	1,258	9.0
9	**Grey Advertising**	1,248	7.2
10	**D'Arcy Masius Benton & Bowles**	1,207	19.3

(See Page 56 for the top 50 brand-name agencies.)

Top 10 agencies worldwide

Rank	Agency	Worldwide gross income	% chg
1	**Dentsu Inc.**	$1,229	38.9
2	**Young & Rubicam**	758	3.1
3	**Saatchi & Saatchi Advertising Worldwide**	740	8.0
4	**Backer Spielvogel Bates Worldwide**	690	14.8
5	**McCann-Erickson Worldwide**	657	28.1
6	**FCB-Publicis**	653	26.1
7	**Ogilvy & Mather Worldwide**	635	12.6
8	**BBDO Worldwide**	586	6.5
9	**J. Walter Thompson Co.**	559	14.5
10	**Lintas:Worldwide**	538	28.7

(See Page 71 for a ranking of the top 50 agencies worldwide.)

AA chart: Kevin Brown

Y&R stays on top

(Continued from Page 1)

public Group of Cos., with $1.3 billion in gross income and $8.4 billion in billings.

Interpublic, having narrowed the billings gap by about $3 billion when media advertising-only billings are counted, received a strong performance from its lead agency in 1988, McCann-Erickson Worldwide (No. 4). McCann's worldwide gross income of $656.8 million and billings of $4.4 billion each rose a dramatic 28% from 1987.

But the most dramatic surge among the top 10 came from the merger of Foote Cone & Belding Communications and Publicis Communications, the French agency. The union, called an alliance, produced FCB-Publicis and a No. 5 ranking. FCB had ranked 13th in 1987. *(See story on Page 84)*

The FCB-Publicis rise affected the rankings of the other top 10 nesters. No. 6 Ogilvy & Mather dropped a notch as did No. 8 J. Walter Thompson Co. and No. 9 Lintas Worldwide. BBDO Worldwide fell from No. 4 in 1987 to No. 7 and Grey Advertising bumped Leo Burnett Co. from the 10th spot. Burnett fell to No. 12, despite steady growth of 16% in worldwide gross income—an indication of the growth that took place among the top agencies.

Mergers

Mergers were a catalyst for major ranking swings among the top 100, and generally a byproduct of problems facing the corporate culture of the world's mega-holding companies. Problems range from client conflicts created by merged units to the need to pool billings among agency units to give them more clout and make them more competitive.

Della Femina, McNamee WCRS, No. 24, is a product of the merger of Della Femina, Travisano & Partners (No. 39 in 1987) and HBM/Creamer (No. 32 in '87) within British holding company, WCRS Group PLC.

Campbell-Mithun-Esty, No. 20, is the union of Campbell-Mithun (No. 23 in 1987) and William Esty Co. (No. 38 in '87) within the Saatchi & Saatchi PLC umbrella. Rapp Collins Marcoa, No. 51, is the amalgam of Rapp & Collins USA (No. 72 in 1987) and MARCOA DR Group (No. 60 in '87) in the Omnicom Group.

CCG/TCA, No. 69, is the result of the merger in 1988 of Ted Colangelo Associates (No. 97), owned by No. 11 D'Arcy Masius Benton & Bowles, with Connecticut Consulting Group.

Newcomers to the top 100 had a decidedly regional flair. They were No. 73 Gardner Advertising, WRG's St. Louis subsidiary, whose returns were broken out for the first time; No. 80 M.E.D. Communications, Woodridge, N.J.; No. 86 Bayer Bess Vanderwarker, Chicago; No. 91 Klemtner Advertising, New York; No. 93 Long, Haymes & Carr, Winston-Salem, N.C.; No. 97 Rumrill-Hoyt, Rochester, N.Y.; No. 99 Gross Townsend Frank Hoffman, New York, and No. 100, Mojo U.S.A., San Francisco.

Billings growth

The 12.4% increase in U.S. billings for the Ad Age 500 was more than matched by returns from foreign operations that totalled $4.4 billion in gross income and $29.7 billion in billings, both up about 30% from the prior year.

Foreign contributions were lifted by a weak dollar in some of the bigger ad markets.

Foreign billings among the 500 are virtually left to the top 25 agencies, and for the first time they recorded higher gross income from foreign operations than from domestic. Foreign gross income from this group rose 31.5% to $4.39 billion, compared with domestic income of $4.3 billion, up 23.3%.

Media

Of total U.S. billings of $48.3 billion for the Ad Age 500, some $35 billion is identified as commissionable media. Media totals demonstrate the power wielded by the 500. Of the four major media, this group accounted for 89% of the national spending in newspapers, 73% of spending in consumer magazines, 50% of spot TV, and virtually all of network TV.

Network TV for the 500 grabbed 27.9% or $9.7 billion of total media billings. Leo Burnett, No. 12, having directed 45.4% of its total volume, or $703.6 million, into network TV, could claim the top spot among agencies using network. J. Walter Thompson Co., No. 8, and Saatchi & Saatchi Advertising were close behind with expenditures of $699.4 million and $698.4 million, respectively.

In spot TV, with 21% or $7.3 billion of total media billings, Y&R topped all spot TV spenders with $391 million, or 20.2% of Y&R's media spending total.

Consumer magazines received $4.4 billion or 12.6% of the 500's media pie, with Y&R taking the biggest piece—$248.5 million. The 500 spent $3.2 billion in newspapers, 9.2% of their media billings. JWT laid out $194 million as the top newspaper spender.

Regional activity

As usual, New York showed its ad muscle, claiming 43.6% of all U.S. billings of the 500. The 169 agencies reporting from New York accounted for $21.1 billion in total billings, up 9.7% from the prior year. Chicago, with 80 shops reporting, retained the No. 2 spot with $5.9 billion. Los Angeles finished third with $3.3 billion, but had to fight off Detroit where aggregate billings of $3.1 billion increased 18.1% from 1987.

The ad climate was moderate to strong in most of the top 10 markets, except in No. 5 San Francisco where billings growth was only 0.8%; in No. 9 Philadelphia, 4.2%, and in No. 10 Cleveland, 4.5%. The smallest increase for the rest of the top 10 markets was 8.3%, for No. 7 Minneapolis.

Employment/productivity

Growth in billings also was accompanied by an upward swing in employment. The 500 list went from 2.6% growth in 1987 to 3.3% in '88 in the U.S., representing 2,368 more jobs. The number of U.S. advertising shops among these agencies increased to 1,192, up from 1,159 in 1987. With billings advancing at a faster clip than employment, ad productivity of the top 100 took a decidedly upward turn. It took an average of 1.55 employees to service $1 million in billings in 1988, compared with a 1.63 employee level in 1987.

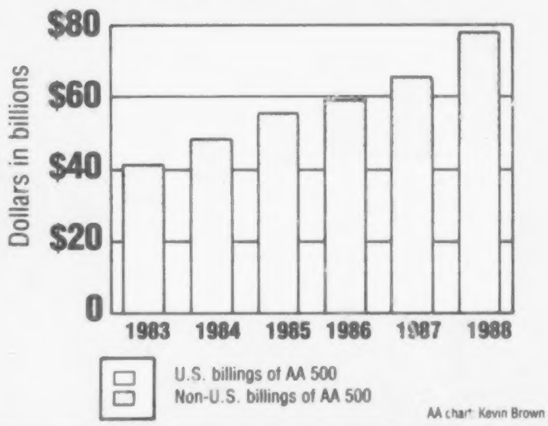
(Continued on Page 84)

Total agency personnel and facilities

	Top 25 agencies		Top 100 agencies		Top 500 agencies	
	1988	1987	1988	1987	1988	1987
Worldwide personnel	104,250	96,665	117,318	109,559	135,483	126,974
Domestic personnel	43,226	41,757	56,038	54,420	74,203	71,835
Worldwide offices	2,149	1,850	2,349	2,044	2,877	2,566
Domestic offices	476	455	664	637	1,192	1,159

Notes: Source: AA survey

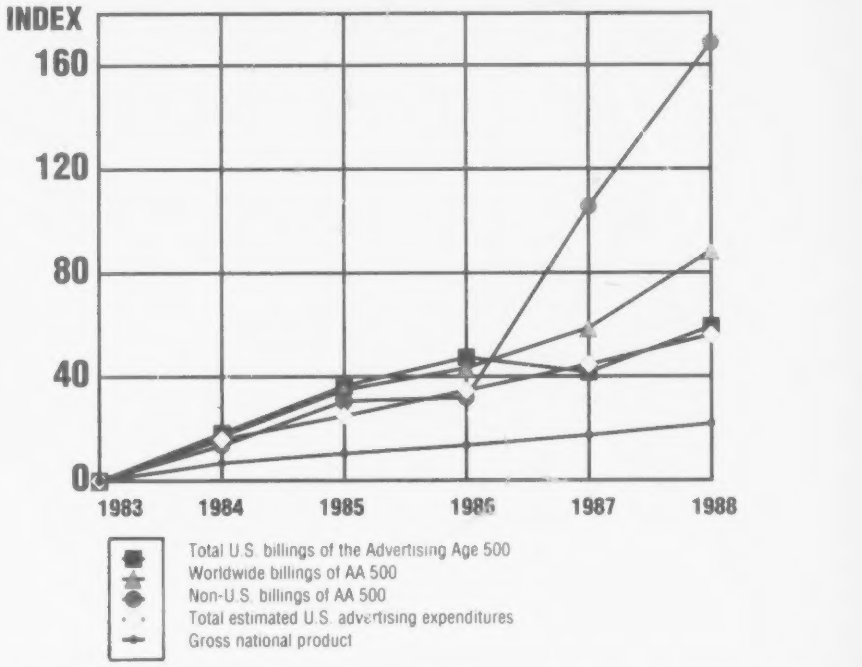
Worldwide billings since 1983



AA chart: Kevin Brown

Advertising Age 500 index

from base year 1983 in historic dollars



Notes: Index based on percentage change since 1983. Sources: Estimated U.S. advertising expenditures from Robert J. Coen, McCann-Erickson. Gross national product from U.S. Department of Commerce, Bureau of Economic Analysis. Billings from AA survey.

AA chart: Kevin Brown

AA's top 10 U.S. agencies by billings in 1988

Top 10 agencies by worldwide billings

Rank	Agency	Worldwide billings	% chg
1	**Young & Rubicam**	$5,390	9.9
2	**Saatchi & Saatchi Advertising**	5,054	11.1
3	**Backer Spielvogel Bates Worldwide**	4,678	15.0
4	**McCann-Erickson Worldwide**	4,381	28.2
5	**FCB-Publicis**	4,358	26.0
6	**Ogilvy & Mather Worldwide**	4,110	12.2
7	**BBDO Worldwide**	4,051	8.0
8	**J. Walter Thompson Co.**	3,858	18.6
9	**Lintas:Worldwide**	3,586	28.6
10	**D'Arcy Masius Benton & Bowles**	3,561	23.2

Top 10 agencies by U.S. billings

Rank	Agency	U.S. billings	% chg
1	**Young & Rubicam**	$2,792	8.5
2	**BBDO Worldwide**	2,414	7.6
3	**Saatchi & Saatchi Advertising**	2,210	3.9
4	**Backer Spielvogel Bates Worldwide**	1,964	8.6
5	**DDB Needham Worldwide**	1,929	17.8
6	**Ogilvy & Mather Worldwide**	1,875	7.4
7	**FCB-Publicis**	1,826	12.8
8	**D'Arcy Masius Benton & Bowles**	1,794	14.6
9	**J. Walter Thompson Co.**	1,788	10.4
10	**Leo Burnett Co.**	1,765	13.9

Top 10 agencies by non-U.S. billings

Rank	Agency	Non-U.S. billings	% chg
1	**McCann-Erickson Worldwide**	$3,067	31.0
2	**Saatchi & Saatchi Advertising**	2,844	17.4
3	**Backer Spielvogel Bates Worldwide**	2,714	20.0
4	**Young & Rubicam**	2,598	11.4
5	**FCB-Publicis**	2,532	37.6
6	**Lintas:Worldwide**	2,240	33.4
7	**Ogilvy & Mather Worldwide**	2,235	16.5
8	**J. Walter Thompson Co.**	2,070	26.8
9	**HDM**	1,709	45.1
10	**BBDO Worldwide**	1,637	8.6

Notes: Dollars are in millions. Only U.S.-based agencies are ranked in these tables. Agencies are consolidated to include subsidiaries.

AA chart: Kevin Brown

Methodology to ranking

The practice of allowing agencies to "double-dip" their subsidiaries makes compilations hazardous from the editor's end, and perhaps confusing to the reader.

Double-dipping is a tradition permitting parent advertising agencies to include the billings and income of subsidiaries in the parent totals by which agencies are ranked. Also, the subsidiaries are ranked based on their own lesser totals, in the same ranking as the parent.

In pulling totals, averages or other analytical data from the mound of information available in this issue, double-dipped subsidiaries must be marked so totals won't be counted twice—once in the parent totals, and separately as a subsidiary.

This can be confusing given the fact that all subsidiaries are not double-dipped for various reasons; some are double-dipped in the current year but not in the prior year, and some, like Rapp Collins Marcoa, have only a portion of their totals folded into the parent—in this case one-half each into BBDO Worldwide and DDB Needham Worldwide.

The following methodologies were used in preparing the tables, charts and totals for this issue.

Gross income ranking

The main ranking in this issue contains 588 agencies. With the top 100 agencies, if an agency is double dipped, it will have its parent agency's name in parentheses following its name. If a top 100 agency is an obvious subsidiary but does not contain the parent in parentheses, it was not reported in the parent's consolidated totals.

For example, Levine, Huntley, Schmidt & Beaver is a subsidiary of Grey Advertising but it does not have (Grey) after its name. This indicates LHS&B is not carried in Grey totals.

These parent companies are not to be confused with agency mega groups covered on Pages 80 and 81.

The following table lists parents' initials, the full name by which the parent is ranked, and any of its subsidiaries ranked in this issue *and* consolidated in its totals:

BBDO—BBDO Worldwide
- Doremus & Co.
- Blair Advertising
- Caravetta Allen Kimbrough
- Frank J. Corbett Inc.
- Franklin Spier Inc.
- Ingalls, Quinn & Johnson
- Lavey/Wolff/Swift
- Rapp Collins Marcoa (50%)
- Tracy-Locke

BSBW—Backer Spielvogel Bates Worldwide
- Campbell-Mithun-Esty
- Conill Advertising
- Kobs & Draft

DDB—DDB Needham Worldwide
- Bernard Hodes Group

DMB&B—D'Arcy Masius Benton & Bowles
- CCG/TCA
- Medicus Intercon International

FCB-Publicis
- Albert Frank-Guenther Law
- Lewis, Gilman & Kynett
- Vicom/FCB

LINTAS—Lintas:Worldwide
- Fahlgren & Swink

O&M—Ogilvy & Mather Worldwide
- Ogilvy & Mather Direct Response
- Rolf Werner Rosenthal

S&SAW—Saatchi & Saatchi Advertising Worldwide
- **Klemtner**
- **McCaffrey & McCall**
- **Rumrill-Hoyt, Rochester**
- **Saatchi & Saatchi Direct**

SCALI—Scali, McCabe, Sloves
- Martin Agency
- Fallon McElligott

JWT—J. Walter Thompson Co.
- Brouillard Communications

WRG—Wells, Rich, Greene
- Gardner Advertising Co.

Y&R—Young & Rubicam
- Creswell, Munsell, Fultz & Zirbel
- HDM (33%)
- Chapman/Stone & Adler
- Sudler & Hennessey
- Wunderman Worldwide

Unless otherwise noted, this list applies only to tables in the main gross income ranking.

Billed media rankings

Although media totals in parent agency profiles list consolidated billings by media, rankings by media category on Page 83 *do not*.

In the media charts, subsidiaries listed above are subtracted from the parent companies' billings in that medium.

This policy exists because the tables—which list only the top 10 agencies in each media category—would be unnecessarily repetitious if the parent were allowed to fold in billings of its subsidiaries.

For example, Bernard Hodes Group is ranked second in newspaper billings. A double-dipped table would have ranked both Hodes and its parent, DDB Needham Worldwide, on the chart. This would have unfairly excluded tenth ranked Bozell, Jacobs, Kenyon & Eckhardt, from the chart.

This policy does present problems. Some subsidiaries report media billings to their parent company differently than they are reported to AA. Sometimes direct response billings are reported to the parent company as capitalized fees and to AA as media billed, or vice versa. Newspaper and magazine, categories often contain some or all of farm, business and medical publication billings in either parent or subsidiary.

Also, spot, network, cable and syndicated TV billings are sometimes combined.

In all cases, subsidiaries are given the full benefit of media billings reported.

Although this process is not undertaken to penalize parent companies, parent media billings must reflect the aggregate of all media billed by subsidiaries if the agency reports consolidated billings. As such, parent companies bear the full responsibility of subsidiary reporting. Parent companies which include the billings of subsidiaries are expected to reflect subsidiary totals within the parent's composite media totals.

Retrospective figures

The "Five-year gross income and billings review" and the "AA 500 Index" contain totals from 1984 to present, for the top 25, top 100 and top 500. In both charts, all figures are historic, meaning all figures are for the year in which they were reported. The AA 500 for 1988 is not the same group of agencies as the AA 500 for 1987.

In all cases in this issue, previous years' totals are historical unless otherwise noted. This is done for comparison purposes for individual agencies. Where agencies have been acquired within the last year, 1987 totals represent the parent agency's historical figures as if it owned the agency during the entire previous year.

AA's reference to the top 25 agencies refers to those ranked by gross income on Page 8. However, totals representing the top 25, top 100 and top 500 are all undouble-dipped. All subsidiaries have been subtracted.

This allows AA to maintain a constant top 25 agencies without double-dipping No. 22 Ogilvy & Mather Direct Response with parent, No. 6 Ogilvy & Mather Worldwide, for example.

Staff for this issue

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Key to profile information

Data in agency profiles was obtained from agencies that received and completed a questionnaire prepared by ADVERTISING AGE.

Agencies were asked to provide gross income and total volume, the latter identified as the sum of media billings, billings to the client for materials and services and capitalized fees—a method of equating fees to billings by treating the raw fee as if it were the 15% commission the agency earned by billing an amount 6.67 times the raw fee.

Gross income in the traditional agency structure is the sum of the 15% commission earned from the media billings, the markup (usually 17.65%) for materials and services billed the client, and the raw fee. Where the agency profile states gross income as an estimate, it was provided by ADVERTISING AGE.

AD AGE again provided a geographic breakout of agency billings. When agencies did not comply with this request made in the questionnaire, their regional billings were estimated whenever possible and they were contacted about the estimates.

This year marked the fifth year in which agencies provided verification from an independent accountant for figures they reported. Those agencies providing a signature were noted in this issue by a check mark by their ranking beginning on Page 8 and a check mark in the box above the profile for the top 100 agencies.

Compliance has improved measurability. Five years ago, one-third of the agencies complied; this year ADVERTISING AGE achieved 64.6% compliance.

The statement of verification follows:

The undersigned, acting as outside accountant for the agency, confirms that the U.S. income figure indicated above for the year 1988 reflects totals as entered on the books of the company for the period reported.

Several variations of this statement were accepted including a more formal letter written in 1984 by the New York State Society of CPAs under the direction of Gene F. Gaughan, chairman of the advertising committee of the society.

(See statement below)

N.Y. cpa statement used

To agency board of directors:

We *(the accounting firm)* have applied certain agreed-upon procedures, as discussed below, to the account records of *(give name of agency)* for the year ended Dec. 31, 1988, solely to assist you in preparing your report to appear in the "1988 Agency Income Report" to be published by ADVERTISING AGE on March 29, 1989.

It is understood that our report on your accounting records is solely for your information and is not to be referred to or distributed for any purpose to anyone who is not a member of management of your agency without our consent. You may attach a copy of this letter to your agency's report to ADVERTISING AGE.

Our procedure was to confirm total 1988 "U.S. Income" of *(the amount is given)* shown on the agency income questionnaire agreed with the balances in general ledgers or other financial records maintained by your agency and its U.S. affiliates.

Because the above procedure does not constitute an examination made in accordance with generally accepted auditing standards, we do not express an opinion on any of the accounts or items referred to above.

In connection with the procedure referred to above, no matters came to our attention that caused us to believe that "U.S. Income" should be adjusted. Had we performed additional procedures or had we completed or made an examination of the financial statements in accordance with generally accepted auditing standards, matters might have come to our attention that would have been reported to you.

This report relates only to the accounts and items specified here and does not extend to any financial statements of your agency taken as a whole.

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Top 100 U.S.-based agencies by gross income

Rank				Worldwide gross income		Worldwide billings		U.S. gross income		U.S. billings		U.S. capitalized fees		Worldwide employees	
1988	1987		Agency, headquarters	1988	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988	1987
1	1	✓	**Young & Rubicam****, New York	$757.6	$735.5	$5,330.3	$4,905.7	$372.8	$385.8	$2,791.8	$2,573.0	NA	NA	12,311	11,634
2	2		**Saatchi & Saatchi Advertising Worldwide**, New York	740.5	685.3	5,053.9	4,548.5	326.3	328.1	2,209.6	2,126.1	NA	NA	7,750	NA
3	3		**Backer Spielvogel Bates Worldwide**, New York	689.8	600.7	4,677.9	4,068.7	282.7	261.6	1,964.2	1,808.0	NA	NA	6,739	6,580
4	6	✓	**McCann-Erickson Worldwide**, New York	656.8	512.5	4,381.0	3,418.5	197.0	161.6	1,314.0	1,078.0	NA	NA	8,606	7,941
5	13	✓	**FCB-Publicis**, Chicago/Paris	653.3	518.5	4,357.6	3,458.3	273.7	242.7	1,825.8	1,618.7	NA	NA	7,661	6,834
6	5	✓	**Ogilvy & Mather Worldwide**, New York	635.2	563.9	4,110.1	3,663.8	281.1	261.6	1,874.9	1,745.2	NA	NA	7,671	7,693
7	4	✓	**BBDO Worldwide**, New York	585.9	549.7	4,051.2	3,752.6	340.5	331.4	2,414.3	2,244.7	$483.0	$565.8	5,497	5,242
8	7	✓	**J. Walter Thompson Co.**, New York	559.3	487.6	3,857.5	3,252.2	257.5	242.8	1,787.9	1,619.3	NA	NA	6,738	6,735
9	8	✓	**Lintas:Worldwide**, New York	537.6	417.9	3,585.6	2,787.2	201.7	166.1	1,345.4	1,107.9	NA	NA	6,372	5,264
10	11	✓	**Grey Advertising**, New York	432.8	369.2	2,886.5	2,462.6	227.9	218.2	1,520.3	1,455.4	134.4	95.4	5,600	4,460
11	9	✓	**D'Arcy Masius Benton & Bowles**, New York	428.7	371.3	3,360.8	2,727.3	209.6	196.8	1,794.2	1,565.3	NA	NA	5,532	5,428
12	10	✓	**Leo Burnett Co.**, Chicago	428.4	369.2	2,865.1	2,461.8	263.4	232.5	1,765.0	1,550.0	61.4	52.7	5,211	4,643
13	12	✓	**DDB Needham Worldwide**, New York	399.9	368.5	3,020.3	2,670.1	244.4	218.0	1,929.3	1,637.5	594.1	393.0	4,697	4,355
14	14	✓	**HDM**, New York **(33% Y&R)**	279.0	204.0	1,937.7	1,383.6	28.6	27.4	228.9	206.0	69.4	55.6	2,528	372,270
15	16	✓	**N W Ayer**, New York	185.2	166.1	1,347.7	1,217.8	127.8	116.2	946.7	878.0	NA	NA	2,644	2,012
16	15	✓	**Bozell, Jacobs, Kenyon & Eckhardt**, New York	179.2	185.2	1,283.0	1,325.0	150.3	158.9	1,090.0	1,150.0	171.7	176.5	2,172	2,347
17	17		**Wells, Rich, Greene ***, New York	117.3	107.0	835.9	765.0	117.0	107.0	833.9	765.0	NA	NA	829	805
18	18	✓	**Scali McCabe Sloves**, New York	107.0	93.1	770.6	653.2	71.8	69.8	559.7	506.8	NA	NA	1,438	1,309
19	19	✓	**Ketchum Communications**, Pittsburgh	105.9	88.1	776.0	660.0	102.1	85.1	726.0	610.0	196.7	159.8	1,410	1,207
20	23		**Campbell-Mithun-Esty**, Minneapolis, Minn. **(BSBW)**	105.6	99.9	783.0	740.8	105.6	99.9	783.0	740.8	75.2	74.6	1,207	1,100
21	21		**TBWA Advertising**, New York	97.4	74.6	671.9	545.0	23.1	18.9	154.1	125.9	NA	NA	816	680
22	20	✓	**Ogilvy & Mather Direct Response**, New York **(O&M)**	97.0	84.0	647.0	560.0	41.0	39.0	272.0	260.0	NA	NA	1,212	1,200
23	22	✓	**Ross Roy Group**, Bloomfield Hills, Mich.	85.2	71.3	568.1	475.3	85.2	71.3	568.1	475.3	298.7	252.2	955	899
24	38		**Della Femina, McNamee WCRS**, New York	84.4	78.9	660.5	590.1	84.4	78.9	660.5	590.1	172.0	NA	991	947
25	24	✓	**Wunderman Worldwide**, New York **(Y&R)**	68.6	62.1	457.5	414.8	39.9	38.9	266.1	260.0	NA	NA	622	NA
26	25		**Chiat/Day**, Venice, Calif.	65.0	52.5	520.0	350.0	62.0	52.5	500.0	350.0	177.0	68.4	706	435
27	26	✓	**Tracy-Locke**, Dallas **(BBDO)**	54.5	47.3	408.0	326.0	54.5	47.3	408.0	326.0	144.6	120.8	654	593
28	29	✓	**Hill, Holliday, Connors, Cosmopulos**, Boston	50.2	43.4	335.0	289.6	43.1	36.7	287.4	245.0	230.9	201.8	530	512
29	27	✓	**Lowe Marschalk**, New York	45.6	45.6	304.2	304.2	45.6	45.6	304.2	304.2	NA	NA	408	NA
30	35		**AC&R Advertising**, New York	44.2	45.3	355.6	366.1	44.2	45.3	355.6	366.1	29.1	38.4	469	562
31	31		**Laurence, Charles, Free & Lawson ***, New York	43.3	43.2	302.0	302.0	43.3	43.2	302.0	302.0	16.0	16.0	334	322
32	30		**McCaffrey & McCall**, New York **(S&SAW)**	41.9	41.2	303.7	301.7	39.8	39.6	286.4	287.0	61.0	77.3	417	491
33	33		**W.B. Doner & Co.**, Southfield, Mich./Baltimore	41.9	40.6	303.3	270.1	37.0	37.6	268.7	247.2	62.3	28.3	523	501
34	37		**Admarketing Inc.**, Los Angeles	40.4	36.0	224.5	201.0	40.4	36.0	224.5	201.0	NA	NA	138	135
35	34		**Jordan, McGrath, Case & Taylor**, New York	38.5	38.4	300.0	280.0	38.5	38.4	300.0	280.0	50.7	44.7	283	310
36	40		**Earle Palmer Brown Cos.**, Bethesda, Md.	36.2	33.1	271.1	248.8	36.2	33.1	271.1	248.8	93.7	86.4	446	466
37	42	✓	**Medicus Intercon International**, New York **(DMB&B)**	35.5	32.0	286.2	249.9	12.5	11.9	117.6	104.2	79.0	75.0	435	421
38	36		**Ally & Gargano**, New York	34.4	37.2	295.2	316.7	34.4	37.2	295.2	316.7	26.4	12.5	220	255
39	44	✓	**Bernard Hodes Group**, New York **(DDB)**	32.8	28.1	218.6	187.2	30.7	27.0	204.4	180.3	NA	NA	477	424
40	45		**Levine, Huntley, Schmidt & Beaver**, New York	32.1	26.9	216.4	181.8	32.1	26.9	216.4	181.8	58.4	28.0	250	225
41	51	✓	**Telephone Marketing Programs**, New York	31.4	23.2	209.2	154.8	29.6	21.7	197.1	144.5	NA	NA	736	735
42	48	✓	**Sudler & Hennessey**, New York **(Y&R)**	29.5	26.8	196.5	178.9	20.6	19.7	137.2	131.1	NA	NA	282	272
43	47	✓	**Ammirati & Puris**, New York	28.0	25.5	210.0	170.0	28.0	25.5	210.0	170.0	NA	NA	260	245
44	28	✓	**Doremus & Co.**, New York **(BBDO)**	26.5	28.0	188.5	201.2	25.6	27.1	181.0	194.5	28.0	33.0	312	298
45	46		**Direct Marketing Group**, New York	26.1	25.6	152.9	149.8	26.1	25.6	152.9	149.8	116.1	113.4	637	688
46	43		**Tatham-Laird & Kudner**, Chicago	26.0	28.9	217.0	241.8	26.0	28.9	217.0	241.8	43.5	67.8	285	312
47	80		**Kobs & Draft Advertising**, Chicago **(BSBW)**	25.0	12.8	166.9	85.3	13.5	12.8	90.2	85.3	56.0	61.6	240	142
48	41	✓	**LGFE Inc.**, New York	24.6	31.8	172.4	221.3	24.6	31.8	172.4	221.3	17.2	18.6	129	325
49	50		**Nationwide Advertising Service ***, Cleveland	24.1	20.4	185.4	157.2	24.1	20.4	185.4	157.2	NA	NA	376	358
50	56		**Warwick Advertising**, New York	24.0	21.0	160.0	141.0	24.0	21.0	160.0	141.0	28.7	25.7	190	190
51	NA	✓	**Rapp Collins Marcoa**, New York **(BBDO/DDB)**	23.7	23.4	236.3	218.6	23.7	23.4	236.3	218.6	76.0	68.0	328	307
52	52		**Hal Riney & Partners ***, San Francisco	23.0	23.0	200.0	200.0	23.0	23.0	200.0	200.0	NA	NA	183	185
53	54	✓	**Bloom Cos.**, Dallas	22.1	22.4	182.6	175.9	22.1	22.4	182.6	175.9	NA	NA	263	265
54	53	✓	**Evans Communicunications**, Salt Lake City	22.1	22.8	147.5	152.0	22.1	22.8	147.5	152.0	42.0	42.5	336	342
55	49		**Keller-Crescent Co.**, Evansville, Ind.	22.0	23.5	110.3	114.5	22.0	23.5	110.3	114.5	49.8	49.2	561	561
56	67	✓	**Kallir, Philips, Ross**, New York **(DDB)**	21.5	15.8	188.6	137.0	17.7	13.9	163.2	123.9	117.9	92.3	215	185
57	55		**Griffin Bacal**, New York	20.0	21.2	155.8	165.7	18.4	20.5	143.9	160.4	NA	NA	187	211
58	66	✓	**Dailey & Associates**, Los Angeles	19.6	16.9	131.0	112.8	19.6	16.9	131.0	112.8	NA	NA	185	189
59	58	✓	**Lewis, Gilman & Kynett**, Philadelphia **(FCB)**	19.2	19.2	128.0	128.0	19.2	19.2	128.0	128.0	37.0	33.6	265	275
60	61	✓	**Fahlgren & Swink**, Parkersburg, W. Wa. **(LINTAS)**	18.9	17.8	126.2	118.6	18.9	17.8	126.2	118.6	65.6	62.4	284	303
61	63		**Geer, DuBois**, New York	18.0	17.3	120.0	115.0	18.0	17.3	120.0	115.0	NA	NA	190	170
62	64		**McKinney & Silver**, Raleigh, N.C.	17.9	17.2	119.5	114.7	17.9	17.2	119.5	114.7	7.4	8.0	122	135
63	62	✓	**Rubin Postaer & Associates**, Los Angeles	17.5	17.6	128.7	125.5	17.5	17.6	128.7	125.5	0.4	1.7	148	151
64	NA		**Rosenfeld, Sirowitz, Humphrey & Strauss**, New York	17.4	16.5	116.0	110.0	17.4	16.5	116.0	110.0	8.8	6.7	122	114
65	68	✓	**Martin Agency**, Richmond, Va. **(SCALI)**	16.9	15.4	113.0	102.6	16.9	15.4	113.0	102.6	NA	NA	195	176
66	79	✓	**Thomas G. Ferguson Associates**, Parsippany, N.J.	16.9	12.9	102.1	84.1	16.9	12.9	102.1	84.1	90.7	75.2	110	100
67	65	✓	**Tucker Wayne/Luckie & Co.**, Atlanta/Birmingham, Ala.	16.7	17.2	119.7	123.3	16.7	17.2	119.7	123.3	24.0	25.8	187	198
68	75	✓	**Fallon McElligott**, Minneapolis **(SCALI)**	16.5	13.6	131.4	108.4	16.5	13.6	131.4	108.4	17.6	12.5	130	127
69	97	✓	**CCG/TCA**, Greenwich, Conn. **(DMB&B)**	16.4	10.7	109.6	67.2	16.4	10.7	109.6	67.2	NA	NA	126	71
70	71	✓	**Eisaman, Johns & Laws**, Los Angeles	16.1	14.9	111.5	102.2	16.1	14.9	111.5	102.2	7.0	6.7	199	168
71	59	✓	**Davis, Ball, Colombatto Advertising**, Los Angeles	15.9	18.9	135.7	134.2	15.9	18.9	135.7	134.2	23.1	15.7	215	204
72	57	✓	**Ingalls, Quinn & Johnson**, Boston **(BBDO)**	15.9	20.3	105.8	135.0	15.9	20.3	105.8	135.0	11.7	16.5	219	242
73	NA		**Gardner Advertising Co. ***, St. Louis **(WRG)**	15.8	15.8	106.0	106.0	15.8	15.8	106.0	106.0	NA	NA	147	147
74	82		**Wyse Advertising**, Cleveland	15.7	12.3	105.8	93.2	15.7	12.3	105.8	93.2	30.3	23.4	231	185
75	76		**GSDM**, Austin, Texas	15.3	13.5	124.1	103.0	15.3	13.5	124.1	103.0	24.0	NA	171	NA
76	70		**William Douglas McAdams Inc.**, New York	15.2	15.2	107.0	100.9	15.2	15.2	107.0	100.9	38.0	35.9	159	159
77	73	✓	**Weightman Group**, Philadelphia	15.2	14.0	101.4	93.4	15.2	14.0	101.4	93.4	NA	NA	210	201
78	77		**Richards Group**, Dallas	15.1	13.4	101.4	89.1	15.1	13.4	101.4	89.1	44.5	49.7	166	149
79	115		**Poppe Tyson**, New York	14.3	9.0	95.0	66.0	14.3	9.0	95.0	66.0	11.0	8.2	131	124
80	128		**M.E.D. Communications ***, Woodridge, N.J.	14.2	11.1	93.0	73.0	14.2	11.1	93.0	73.0	66.0	54.0	120	105
81	83	✓	**Cramer-Krasselt Co.**, Milwaukee	14.0	12.2	96.5	84.6	14.0	12.2	96.5	84.6	12.9	10.4	181	158
82	84	✓	**Cabot Communications**, Boston	13.7	12.1	95.5	80.0	13.7	12.1	95.5	80.0	32.6	19.0	161	155
83	96		**Avrett, Free & Ginsberg**, New York	13.3	10.8	112.0	90.2	13.3	10.8	112.0	90.2	23.2	18.0	70	60
84	NA		**Lois/GGK New York**, New York	13.3	10.4	99.4	89.0	13.3	10.4	99.4	89.0	NA	NA	95	93
85	86		**Venet Cos.**, Union, N.J.	13.1	11.4	87.4	76.0	13.1	11.4	87.4	76.0	NA	NA	220	214
86	108	✓	**Bayer Bess Vanderwarker ***, Chicago	13.0	10.0	84.9	64.8	13.0	10.0	84.9	64.8	7.0	2.0	150	106
87	95	✓	**Lavey/Wolff/Swift**, New York **(BBDO)**	12.7	10.8	84.5	72.2	12.7	10.8	84.5	72.2	NA	NA	120	112
88	90	✓	**Miller Advertising Agency**, New York	12.5	11.1	83.5	76.3	12.5	11.1	83.5	76.3	15.4	13.3	180	180
89	81		**Towne Silverstein & Rotter**, New York	12.5	12.3	83.0	83.5	12.5	12.3	83.0	83.5	NA	NA	45	45
90	88	✓	**Chapman Stone & Adler**, New York **(Y&R)**	12.3	11.3	83.6	74.9	12.3	11.3	83.6	74.9	77.8	68.9	123	127
91	111		**Klemtner Advertising**, New York **(S&SAW)**	12.0	9.5	90.2	70.0	12.0	9.5	90.2	70.0	71.4	54.7	125	110
92	89	✓	**Vicom/FCB**, San Francisco **(FCB)**	12.0	11.2	80.0	75.0	12.0	11.2	80.0	75.0	NA	NA	115	101
93	114	✓	**Long, Haymes & Carr**, Winston-Salem, N.C.	12.0	9.1	83.6	60.7	12.0	9.1	83.6	60.7	27.0	21.2	185	150
94	87	✓	**Creswell, Munsell, Fultz & Zirbel**, Cedar Rapids, Iowa **(Y&R)**	11.9	11.4	79.2	75.8	11.9	11.4	79.2	75.8	NA	NA	190	173
95	99		**Al Paul Lefton**, New York	11.7	12.2	68.0	70.8	11.7	12.2	68.0	70.8	9.3	9.7	149	180
96	93	✓	**Cole & Weber**, Seattle	11.6	11.0	93.3	87.1	11.6	11.0	93.3	87.1	36.7	36.1	156	147
97	102		**Rumrill-Hoyt**, Rochester, N.Y. **(S&SAW)**	11.3	10.2	75.6	68.2	11.3	10.2	75.6	68.2	55.3	47.5	NA	NA
98	100		**Henderson Advertising**, Greenville, S.C.	11.3	10.6	75.1	70.6	11.3	10.6	75.1	70.6	29.0	18.3	104	101
99	127	✓	**Gross Townsend Frank Hoffman**, New York	11.3	8.1	75.2	54.3	11.3	8.1	75.2	54.3	NA	NA	109	90
100	110	✓	**Mojo U.S.A.**, San Francisco	11.0	9.6	73.6	63.7	11.0	9.6	73.6	63.7	3.7	3.1	147	130

Notes: Dollars are in millions. Initials in parentheses indicate the parent company in which the subsidiaries' figures are included. See Page 6 for methodology. ✓ indicates that the agency received signature of an independant accountant verifying figures supplied to AA. * indicates that gross income and/or total volume figures are AA estimates. ** Y&R's 1987 totals include non-media-related gross income and billings figures eliminated from 1988 results. See Y&R profile.

AA chart: Kevin Brown

Agencies ranked 101 to 588 with U.S. billings by media category

Rank		Agency, headquarters	Gross income 1988	Gross income 1987	Total volume 1988	Total volume 1987	Capitalized fees 1988	Capitalized fees 1987	Commissionable media 1988	Commissionable media 1987	Print media billings 1988	Print media billings 1987	Broadcast media billings 1988	Broadcast media billings 1987	Top executive, title	Telephone number
101	✓	**Asher/Gould Advertising, Los Angeles**	11,003	9,003	75,003	60,003	6,003	6,003	61,000	48,000	3,800	3,000	49,100	41,000	**Hal Asher, chmn, ceo**	(213) 931-4151
102		HCF & Lois/GGK, Chicago *	11,000	9,900	72,000	65,000	NA	11,000	66,000	48,000	25,000	17,000	34,000	26,000	Edwin H. Holzer, chmn, ceo	(312) 527-5030
103	✓	**Altschiller Reitzfeld Davis/Tracy Locke, New York**	10,890	11,055	72,600	73,700	11,500	13,100	55,900	54,500	13,650	16,520	42,250	37,980	**David Altschiller, chmn, ceo**	(212) 586-1400
104	✓	Keye/Donna/Pearlstein, Los Angeles	10,835	11,912	72,267	79,450	4,112	4,219	62,397	69,568	18,719	20,175	39,374	40,697	Leonard Pearlstein, president, ceo	(213) 477-0061
105	✓	**William Cook Advertising, Jacksonville, Fla.**	10,697	10,282	76,463	70,449	NA	NA	76,463	70,449	9,864	9,652	63,464	58,050	**Bernard C. Schramm Jr., president**	(904) 353-3011
106	✓	Liggett-Stashower, Cleveland	10,609	10,500	70,300	70,200	6,884	9,484	50,616	48,017	22,243	20,807	27,670	26,508	David L. Stashower, chmn, ceo	(216) 348-8500
107		**Margeotes Fertitta & Weiss, New York**	10,583	7,747	68,726	50,275	19,676	9,025	38,650	33,440	24,940	20,335	11,690	9,025	**John Margeotes, chmn**	(212) 979-6600
108	✓	QLM Associates, Princeton, N.J.	10,547	8,462	69,733	55,910	65,739	52,426	514	495	392	382	NA	NA	W.R. Lipsky, president	(609) 683-1177
109	✓	**Carmichael Lynch, Minneapolis**	10,470	10,627	76,213	70,868	35,798	39,040	29,835	21,754	13,836	10,285	13,597	9,727	**Lee Lynch, chmn, ceo**	(612) 334-6000
110	✓	Barry Blau & Partners, Fairfield, Conn.	10,319	9,758	82,549	72,335	39,040	38,306	NA	NA	NA	NA	NA	NA	Barry Blau, chmn	(203) 254-3700
111	✓	**Noble Communications, Springfield, Mo.**	10,294	8,634	76,777	60,290	39,926	23,965	26,336	29,100	10,806	8,195	21,392	13,884	**Robert B. Noble, chmn, ceo**	(417) 882-5050
112	✓	Valentine-Radford, Kansas City, Mo.	10,196	11,015	70,287	80,918	36,380	36,702	28,359	31,244	11,763	12,729	12,794	15,419	Robert C. Lang, president	(816) 842-5021
113		**Allied Advertising Agency, Boston**	10,121	6,329	67,472	42,190	NA	NA	67,472	42,190	58,472	NA	9,000	NA	**Gerald Feldman, president**	(617) 482-4100
114	✓	Brouillard Communications, New York	9,951	9,973	66,376	66,517	NA	NA	NA	NA	23,377	26,990	11,048	13,070	James H. Foster, president	(212) 867-8300
115		**Burrell Advertising, Chicago**	9,862	8,559	65,747	57,063	28,612	36,900	31,935	16,118	5,223	9,200	32,587	26,565	**Thomas Burrell, chmn**	(312) 443-8600
116	✓	DCA Advertising, New York	9,814	8,705	71,163	62,761	NA	NA	55,191	53,662	31,423	29,999	19,940	19,177	Toshio Naito, president	(212) 703-1700
117		**Martin-Williams, Minneapolis**	9,800	8,800	83,000	76,000	56,000	43,900	25,500	26,400	13,800	11,800	17,100	13,800	**David D. Floren, president**	(612) 340-0800
118	✓	Frank J. Corbett Inc., Chicago	9,786	7,927	65,273	52,873	NA	NA	NA	NA	9,674	10,575	NA	NA	Frank J. Corbett, chmn	(312) 664-5310
119		**Unispond Inc., Oakbrook Terrace, Ill. ***	9,300	8,500	62,576	57,002	NA	NA	NA	NA	NA	NA	NA	NA	**Terence M. Graunke, president, ceo**	(312) 932-8400
120		Aragon Cos., St. Louis	9,200	10,316	53,989	50,512	23,674	24,326	10,906	10,692	3,970	4,099	6,883	5,572	Dennis P. Long, chmn	(314) 726-6838
121	✓	**Carrafiello-Diehl & Associates, Irvington-on-Hudson, N.Y.**	9,190	7,836	60,993	51,740	19,997	21,524	39,381	27,327	13,279	8,759	25,143	17,780	**A. Louis Carrafiello, president, chmn**	(214) 591-9191
122		Epsilon, Burlington, Mass.	9,073	9,080	58,722	58,357	44,962	42,655	3,662	3,262	NA	NA	NA	NA	Thomas O. Jones, president	(617) 273-0250
123		**Meldrum & Fewsmith, Cleveland ***	9,031	13,000	60,200	80,200	NA	NA	NA	NA	22,127	NA	22,243	NA	**Chris N. Perry, chmn, ceo, creative dir**	(216) 241-2141
124	✓	Keyes Martin Gaby Linett, Springfield, N.J.	9,000	8,950	58,000	58,000	36,000	35,500	17,000	17,900	8,400	8,413	4,300	4,296	Daniel M. Gaby, chmn	(201) 376-7300
125		**Russ Reid Co., Pasadena, Calif.**	9,000	6,515	57,474	41,302	18,209	14,767	20,470	17,268	NA	NA	NA	NA	**Russ Reid, chmn**	(818) 449-6100
126	✓	Christopher Thomas/MullerJordanWeiss, New York	8,990	NA	71,150	NA	7,430	NA	58,670	NA	27,500	NA	38,600	NA	Christopher B. Santry, chmn, ceo	(212) 603-6600
127		**Saatchi & Saatchi Direct, Rochester, N.Y.**	8,857	8,355	59,148	55,493	53,260	9,171	950	750	950	750	NA	NA	**Richard A. Peters, chmn, president**	(716) 272-2500
128	✓	Mullen Advertising, Wenham, Mass.	8,831	6,416	58,904	42,796	47,838	9,787	4,796	27,383	25,015	18,360	6,500	6,400	James X. Mullen, president	(508) 468-1155
129	✓	**Miller Meester Advertising, Minneapolis**	8,790	7,030	58,000	46,869	NA	NA	NA	NA	NA	NA	NA	NA	**Robert V. Miller, president, ceo**	(612) 337-6600
130	✓	Ackerman, Hood & McQueen, Oklahoma City	8,679	9,197	60,992	63,162	37,391	37,529	16,541	17,622	7,278	7,577	8,932	9,869	Angus L. McQueen, president, ceo	(405) 843-7777
131	✓	**Richardson, Myers & Donofrio, Baltimore**	8,654	7,975	59,282	58,000	11,707	9,500	34,975	37,500	NA	NA	NA	NA	**Hal Donofrio, president, ceo**	(301) 576-9000
132		Bernstein-Rein Advertising, Kansas City, Mo.	8,610	8,513	82,321	81,392	6,410	3,441	68,327	70,395	13,132	10,355	52,805	57,928	Robert A. Bernstein, president	(816) 756-0640
133	✓	**Group 243, Ann Arbor, Mich.**	8,557	7,996	50,982	48,500	5,349	3,669	38,779	41,850	1,565	6,600	34,523	32,000	**Janet C. Muhleman, president**	(313) 995-0243
134	✓	Marketing Resources, Overland Park, Kan.	8,337	5,160	55,700	35,600	14,000	8,650	35,700	22,150	3,700	3,700	1,400	2,200	Frank G. Weyforth Jr., president, ceo	(913) 648-8333
135	✓	**David Deutsch Associates, New York**	8,316	7,463	54,985	49,850	3,725	3,377	48,677	44,403	18,276	17,869	25,664	23,335	**David Deutsch, chmn**	(212) 867-0044
136	✓	Elkman Advertising, Bala Cynwyd, Pa.	8,300	9,200	55,328	61,359	26,830	35,118	18,064	20,076	6,711	6,846	10,403	11,363	Stanley Elkman, ceo	(215) 668-1100
137	✓	**Albert Frank-Guenther Law, New York**	8,284	8,379	55,258	55,888	5,625	7,364	40,792	43,814	40,492	43,189	NA	350	**Stephen J. Witt, chmn, ceo**	(212) 248-5200
138		Martin Marshall Jaccoma Mitchell, New York	8,255	7,010	55,000	40,000	NA	NA	NA	NA	30,000	20,000	15,000	10,000	John Martin, president	(212) 683-0001
139		**Bentley, Barnes & Lynn, Chicago**	8,221	6,720	54,807	44,801	1,772	1,687	51,496	40,686	45,529	34,355	5,722	5,317	**Samuel M. Conforti, coo**	(312) 467-9350
140	✓	MARC Advertising, Pittsburgh	8,220	7,400	54,811	49,000	22,011	18,600	25,000	23,000	8,700	9,000	14,600	13,300	Louis J. Cardamone, chmn, ceo	(412) 562-2000
141		**McAdams, Richman & Ong, Bala Cynwyd, Pa.**	8,150	8,375	57,000	57,200	19,950	18,200	34,000	36,000	12,500	13,000	20,000	21,300	**Hank Kozlowski, chmn**	(215) 667-8900
142	✓	Devon Direct Marketing & Advertising, Malvern, Pa.	8,000	6,500	66,200	53,000	24,700	17,300	2,100	100	200	100	NA	NA	Ronald Greene, managing dir	(215) 644-0333
143	✓	**Lawler Ballard, Norfolk, Va.**	7,886	8,218	52,598	54,812	NA	NA	NA	NA	NA	NA	NA	NA	**B.R. Lawler, chmn**	(804) 627-0261
144	✓	J. Richard Smith Ltd., Old Bethpage, N.Y.	7,840	6,350	40,150	35,630	NA	NA	33,540	30,600	17,365	15,200	12,985	11,650	Gerald R. Smith, president, ceo	(516) 293-8700
145	✓	**William R. Biggs/Gilmore Associates, Kalamazoo, Mich.**	7,820	6,000	52,300	40,200	47,500	36,152	2,600	2,073	27,650	20,200	1,150	1,600	**Ron Davis, president, ceo**	(616) 349-7711
146	✓	Colle & McVoy, Minneapolis	7,795	9,457	57,713	62,177	10,531	10,695	17,709	18,725	6,121	6,451	3,252	4,264	Clarence M. Thompson, ceo, chmn	(612) 851-2500
147	✓	**Romann & Tannenholz Advertising, New York**	7,757	5,946	51,011	39,197	8,671	6,667	38,340	30,030	25,315	21,830	10,525	6,500	**Gad Romann, chmn, creative dir**	(212) 645-0300
148	✓	Dugan/Farley Communications, Uppr. Sddl. Rvr., N.J.	7,653	6,805	50,026	44,482	37,732	33,540	6,552	5,824	6,100	3,203	403	NA	John P. Dugan, president	(201) 934-0720
149		**Dorritie & Lyons, New York ***	7,630	6,946	50,000	45,000	15,008	12,506	30,000	25,000	29,400	24,500	600	500	**John F. Dorritie, president**	(212) 687-9394
150	✓	Eric Mower & Associates, Syracuse, N.Y.	7,429	6,966	50,451	48,776	19,747	21,253	21,390	18,211	8,606	7,224	8,630	6,214	Eric Mower, president, ceo	(315) 466-1000
151		**Levy, King & White Cos., Buffalo, N.Y.**	7,275	6,825	48,500	45,500	26,700	25,025	15,100	14,560	5,753	5,824	7,354	7,149	**Peter King, chmn, ceo**	(716) 853-6755
152	✓	Bader Rutter & Associates, Brookfield, Wis.	7,126	7,023	50,310	49,202	18,219	14,887	20,832	25,411	13,452	15,340	7,380	7,529	Ronald L. Bader, president	(414) 784-7200
153	✓	**Mintz & Hoke, Avon, Conn.**	7,040	6,827	46,933	45,513	42,272	43,253	4,335	2,260	20,635	17,550	19,350	20,150	**Joseph M. Hoke, ceo, creative dir**	(203) 678-0473
154	✓	Cato Johnson/Y&R, New York	6,850	5,712	45,000	38,000	45,000	38,000	NA	NA	NA	NA	NA	NA	Don Casey, chmn, ceo	(212) 614-3900
155		**Ruhr/Paragon, Minneapolis**	6,847	7,302	51,100	54,900	19,470	19,440	24,987	23,380	6,500	9,420	15,690	15,300	**Charles F. Ruhr, chmn**	(612) 332-4565
156		D.M.C.A., St. Louis	6,812	5,284	31,206	24,593	29,128	23,039	NA	NA	NA	NA	NA	NA	Michael T. McSweeney, president, ceo	(314) 436-1122
157	✓	**Waring & LaRosa, New York**	6,800	6,200	50,200	44,800	10,309	6,900	36,400	35,100	14,100	15,075	22,000	19,950	**Joseph A. LaRosa, chmn**	(212) 755-0700
158		Hoffman York & Compton, Milwaukee	6,791	4,192	39,000	31,500	7,232	6,329	25,612	22,685	11,707	8,119	8,011	9,612	Gene Gilmartin, president	(414) 289-9700
159	✓	**Yellow Pages Marketing Services, Mequon, Wis.**	6,786	5,757	44,769	38,378	1,914	1,314	42,855	37,064	NA	NA	NA	NA	**Richard C. Miller, president, ceo**	(414) 241-8600
160		Slater Hanft Martin, New York	6,783	6,371	44,617	41,802	4,482	3,202	36,735	34,800	15,845	13,224	25,560	19,140	Gerold Martin, chmn	(212) 674-3100
161	✓	**Campbell & Wagman, Los Angeles**	6,774	5,572	58,494	37,148	14,147	8,551	41,466	26,796	5,318	5,359	35,319	21,169	**Michael W. Wagman, chmn**	(213) 444-3200
162		Smith/Greenland, New York	6,712	6,405	44,040	42,067	32,663	30,015	8,877	9,652	29,678	27,850	6,611	6,620	Leo Greenland, chmn, ceo	(212) 757-3200
163	✓	**Rolf Werner Rosenthal, New York**	6,675	7,400	44,525	49,350	44,525	49,350	NA	NA	13,750	14,500	500	500	**Ronald J. Souza, president, ceo**	(212) 684-0909
164	✓	Goodwin, Dannenbaum, Littman & Wingfield, Houston	6,607	6,599	49,400	44,000	22,678	16,342	22,000	23,159	8,032	8,106	12,798	13,894	Earl Littman, chmn, ceo	(713) 622-7676

Notes: Dollars are in thousands. Print media billings include newspaper, consumer magazine, Sunday magazine, business publication, medical journal, and farm publication billings; broadcast media billings include spot, network, cable and syndicated TV billings, as well as radio. Print and broadcast media may include some media bought on a fee basis. * indicates that gross income and/or total volume figures are AA estimates.
✓ indicates that agency received signature of independent accountant verifying figures supplied to AA.

Agencies ranked 101 to 588 with U.S. billings by media category

Rank		Agency, headquarters	Gross income		Total volume		Capitalized fees		Commissionable media		Print media billings		Broadcast media billings		Top executive, title	Telephone number
			1988	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988	1987		
165		Berenter Greenhouse & Webster, New York	6,600	6,100	48,022	40,606	16,361	11,906	25,901	23,200	11,321	6,264	12,620	15,752	William Berenter, chmn	(212) 995-9500
166	✓	Grant/Jacoby, Chicago	6,600	6,200	65,680	61,350	26,680	33,350	35,000	22,000	9,000	7,000	35,600	31,000	Robert L. Flink, chmn	(312) 664-2055
167		Sacks & Rosen, New York	6,580	6,140	37,305	34,838	10,805	10,538	21,000	19,100	14,100	13,500	3,000	1,300	Leonard Sacks, president	(212) 826-4004
168		Benito Advertising, Tampa, Fla.	6,535	6,108	43,586	42,498	25,515	33,845	9,823	3,618	2,297	5,507	32,298	31,057	Jack S. Painter, president, chmn	(813) 287-8200
169		Jack Levy & Associates, Chicago	6,531	4,448	43,541	29,655	7,671	4,291	31,750	22,538	10,965	4,504	17,463	14,270	Jack Levy, president	(312) 332-7540
170		Borders, Perrin & Norrander, Portland, Ore.	6,518	5,315	41,674	33,746	13,653	10,850	17,910	13,321	7,392	6,129	9,831	5,662	Peter M. Hatt, ceo, chmn	(503) 227-2506
171	✓	Lally, McFarland & Pantello, New York	6,500	5,200	52,055	41,180	38,000	30,000	6,000	5,800	5,000	4,500	100	100	Ronald G. Pantello, president, ceo	(212) 532-1000
172		Partners & Shevack, New York	6,500	8,400	52,000	67,160	24,800	28,150	20,550	30,940	6,967	9,186	11,770	18,503	Brett Shevack, president, ceo	(212) 245-7300
173	✓	Kresser, Craig/D.I.K., Los Angeles	6,471	4,764	44,621	32,509	3,666	2,193	34,590	24,466	3,182	2,160	28,387	20,351	C. Robert Kresser, chmn, ceo	(213) 553-8254
174		Arnold & Co., Boston	6,402	6,293	42,447	40,045	7,559	6,702	28,635	27,271	4,625	4,509	22,551	21,315	John C. Verret, president, ceo	(617) 357-1900
175	✓	North Castle Partners Advertising, Stamford, Conn.	6,310	5,587	50,404	43,986	13,654	19,917	35,650	22,802	8,226	7,479	35,188	29,542	Lynn Andrew Rotando, president, ceo	(203) 358-2100
176	✓	Malone Advertising, Akron, Ohio	6,300	6,100	70,021	68,462	42,021	40,687	28,000	27,775	4,050	4,675	18,300	16,835	Harry P. Stitzlein, chmn	(216) 376-6148
177	✓	Eisner & Associates, Baltimore	6,113	5,892	46,005	45,475	13,342	14,051	26,229	25,418	8,160	7,995	16,219	15,594	Henry W. Eisner, chmn	(301) 685-3390
178	✓	Tarlow Advertising, New York	6,094	NA	39,857	NA	4,502	NA	31,000	NA	20,400	NA	10,600	NA	Dick Tarlow, president	(212) 826-0399
179	✓	Edwin Bird Wilson Inc., New York	6,077	6,534	44,877	48,836	21,652	25,546	17,219	16,859	13,027	11,464	3,870	4,046	Delano W. Ladd Jr., chmn	(212) 684-5220
180	✓	Robinson, Yesawich & Pepperdine, Maitland, Fla.	5,991	5,165	39,957	34,447	29,535	23,261	8,290	6,787	5,803	NA	829	NA	John E. Robinson Jr., chmn	(407) 875-1111
181		Buntin Advertising, Nashville	5,989	5,255	39,927	35,031	NA	NA	NA	NA	NA	NA	NA	NA	Jeffrey Buntin, president	(615) 244-5720
182	✓	Babbit & Reiman Advertising, Atlanta	5,900	4,200	41,185	29,180	36,685	26,680	3,000	1,500	760	430	2,100	1,400	Joey Reiman, chmn, cco	(404) 365-0550
183	✓	Jayme Organization, Cleveland	5,856	4,861	46,658	37,799	39,061	32,137	3,462	2,836	3,289	2,836	174	NA	George N. Havens, chmn, ceo	(216) 831-0110
184	✓	Abelson-Taylor Inc., Chicago	5,838	4,074	43,954	34,921	34,502	27,177	3,993	3,781	13,832	12,391	794	176	Marvin Abelson, chmn, ceo	(312) 781-1700
185	✓	VanSant, Dugdale & Co., Baltimore	5,811	4,940	38,739	32,930	3,953	3,541	26,936	25,300	10,505	10,120	16,161	14,927	Kenneth E. Mayhorne, president	(301) 539-5400
186		Frankenberry, Laughlin & Constable, Milwaukee, Wis.	5,775	5,490	38,500	36,600	NA	NA	31,185	27,890	8,635	8,951	21,160	17,100	Dennis Frankenberry, partner	(414) 272-2400
187	✓	Grace & Rothschild, New York	5,754	4,996	38,360	33,310	NA	NA	35,410	30,855	26,750	22,310	5,060	4,505	Roy Grace, chmn	(212) 319-1616
188	✓	Elgin Syferd Advertising, Seattle	5,691	5,316	34,800	37,001	19,361	15,336	13,020	16,834	3,246	9,511	9,174	6,820	Ron Elgin, president	(206) 442-9900
189	✓	Ad Team of Florida, North Miami Beach, Fla.	5,660	5,143	37,400	33,954	NA	NA	37,400	33,954	12,400	11,577	24,900	22,127	Russ Oasis, president	(305) 949-8326
190	✓	Eric Ericson & Associates, Nashville	5,598	6,002	37,340	40,033	13,740	15,760	15,788	17,345	4,366	2,979	11,104	13,956	Janice W. Wendell, chmn, ceo	(615) 242-1050
191		Fogarty & Klein, Houston	5,540	5,015	36,936	33,666	3,809	3,428	28,510	26,043	8,410	7,743	16,807	16,546	William H. Fogarty, principal	(713) 528-3354
192		Conill Advertising, New York	5,500	4,442	37,000	29,613	7,957	6,366	21,312	16,162	895	451	19,835	15,270	Carlos Rossi, chmn, ceo	(212) 481-3131
193	✓	Lauerer Markin Gibbs, Maumee, Ohio	5,475	4,262	35,866	27,985	28,349	22,373	3,846	3,130	2,757	1,881	997	1,174	Ken Lauerer, sr partner, acct svcs	(419) 893-2500
194		Kolon, Bittker & Desmond, Troy, Mich.	5,400	4,800	30,000	28,000	13,350	12,000	13,750	13,000	3,800	3,770	8,300	7,800	John S. Kolon, president, coo	(313) 524-2500
195		Newmark, Posner & Mitchell, New York	5,369	5,258	30,877	30,175	804	804	28,010	27,535	29,058	29,966	915	700	Sidney Posner, president	(212) 867-3900
196	✓	Lord, Sullivan & Yoder, Columbus, Ohio	5,341	4,689	43,843	35,841	24,255	19,476	15,200	11,946	6,171	4,911	8,071	6,171	Robert E. Sullivan, chmn, ceo	(614) 846-8500
197		Jordan/Tamraz/Caruso, Chicago	5,338	4,757	35,590	31,710	4,150	3,089	25,610	23,205	9,774	8,354	14,915	13,923	Joseph A. Caruso, president	(312) 951-2000
198	✓	Price McNabb Advertising, Asheville, N.C.	5,270	4,347	41,591	33,542	21,312	13,467	16,865	17,225	2,361	1,838	13,829	15,387	Charles R. Price Jr., chmn	(704) 255-2600
199		Shaw & Landey, New York	5,250	NA	35,000	NA	NA	NA	30,000	NA	10,300	NA	19,300	NA	Martin H. Landey, chmn	(212) 838-5900
200		Vickers & Benson/FKB, Buffalo	5,033	5,352	33,563	35,688	15,350	18,185	10,243	10,132	6,934	4,226	3,193	5,441	Robert O. Faller, chmn	(716) 688-1177
201	✓	Winius-Brandon Advertising, Bellaire, Texas	5,020	4,675	39,525	37,105	11,796	11,527	23,716	21,966	7,833	7,491	13,972	12,675	Art Casper, chmn, president, ceo	(713) 666-1765
202	✓	Levenson, Levenson & Hill, Irving, Texas	5,007	4,935	37,853	38,511	17,371	15,620	17,378	20,381	9,808	6,315	7,564	14,066	Barbara Levenson, president	(214) 556-0944
203	✓	Stern Walters Partners, Chicago *	5,004	4,146	32,767	27,014	8,569	9,412	20,806	14,015	2,714	1,835	25,511	21,869	William Thomas, chmn, dir client svcs	(312) 642-4990
204	✓	Paolin & Sweeney, Cherry Hill, N.J.	5,000	3,400	24,209	16,500	11,339	11,806	10,820	3,294	4,400	1,600	5,900	1,400	John R. Paolin, president	(609) 667-7700
205		Taylor Brown Smith & Perrault, Houston *	4,950	4,950	33,028	33,000	23,097	3,000	8,756	30,000	4,109	4,500	15,600	25,500	Larry Taylor, chmn, ceo	(713) 877-1220
206	✓	Gillespie Advertising, Princeton, N.J.	4,900	4,100	33,000	27,500	23,250	19,425	5,000	4,225	2,500	2,200	1,800	1,650	Richard J. Gillespie, president	(609) 799-6000
207	✓	HutchesonShutze, Atlanta	4,850	3,448	33,274	24,131	22,633	16,423	7,945	5,753	5,100	3,600	17,500	12,600	Don Hutcheson, chmn, ceo	(404) 523-2000
208	✓	Ephron, Raboy & Tsao Advertising, New York	4,825	5,502	33,368	38,254	608	1,574	29,434	34,039	10,537	15,112	14,497	13,848	Dick Raboy, chmn, ceo	(212) 463-6900
209		Leonard Monahan Lubars & Partners, Providence, R.I.	4,820	4,290	32,153	28,615	28,993	24,582	1,975	249	13,114	11,130	3,310	3,760	Bruce N. Leonard, chmn, ceo	(401) 277-9020
210	✓	Lyons Inc., Wilmington, Del.	4,752	4,526	30,574	28,323	24,062	21,335	3,160	3,238	1,960	1,750	550	300	William N. Spiker, chmn, ceo	(302) 654-6146
211		Stone & Simons Advertising, Southfield, Mich.	4,743	4,740	31,560	31,290	6,393	6,357	21,945	21,153	2,755	2,507	16,476	15,513	Charles G. Stone, president	(313) 358-4800
212	✓	Giardini/Russell, Watertown, Mass.	4,730	4,500	31,000	29,500	23,600	22,700	4,300	3,900	1,806	1,638	1,505	1,365	Robert Russell, chmn	(617) 926-5030
213	✓	Haddon Advertising, Chicago	4,725	4,450	43,012	38,211	23,512	21,011	12,000	10,000	4,900	4,000	4,750	4,000	Harvey L. Haddon, president	(312) 943-6266
214		Lord Einstein O'Neill & Partners, New York	4,714	NA	32,713	NA	663	NA	26,338	NA	20,386	NA	5,758	NA	Richard J. Lord, chmn, ceo	(212) 614-4646
215		Smith Burke & Azzam, Baltimore	4,700	4,557	39,165	36,300	7,160	5,672	21,161	20,540	6,156	4,680	13,055	13,592	Roger L. Gray, chmn, ceo	(301) 727-4306
216		Anderson & Lembke, Stamford, Conn.	4,670	3,200	31,100	NA	25,350	21,300	4,600	12 300	4,600	NA	NA	NA	Steve Trugg, chmn	(203) 326-7500
217	✓	Tycer Fultz Bellack, Palo Alto, Calif.	4,664	4,847	31,110	32,328	20,245	22,473	9,254	7,707	8,033	7,651	984	17	Robert Fultz, president	(415) 856-1600
218	✓	Keroff & Rosenberg Advertising, Chicago	4,650	2,790	31,000	18,600	12,000	7,200	12,800	7,680	8,500	5,100	8,300	4,980	William B. Keroff, president	(312) 321-9000
219	✓	Shelly Berman Communicators, Westerville, Ohio	4,569	3,806	30,477	25,383	27,733	22,536	2,730	2,556	627	945	11,093	9,744	Sheldon M. Berman, president, ceo	(614) 891-7070
220	✓	Greenstone Rabasca Roberts, Melville, N.Y.	4,505	3,337	30,052	22,260	2,438	2,068	12,038	8,540	7,404	6,004	4,589	2,498	Ronald M. Greenstone, chmn, pres.	(516) 249-2121
221	✓	Lohmeyer Simpson Communications, Morristown, N.J.	4,500	3,900	30,000	26,000	21,500	19,000	8,000	6,500	5,200	4,875	2,050	975	Richard J. Lohmeyer, president	(201) 267-0400
222	✓	Trahan, Burden & Charles, Baltimore	4,500	3,400	40,800	35,900	700	500	36,000	33,100	11,300	6,100	22,700	25,400	Robert Matz, president	(301) 347-7500
223		Barnum Communications, New York	4,379	4,073	36,494	37,821	27,499	27,401	6,187	8,553	18,700	20,045	1,367	1,362	Barbara J. Barnum, chmn	(212) 995-2990
224		McKinney Inc., Philadelphia	4,328	3,920	31,216	27,743	23,372	19,872	5,626	5,958	5,190	5,495	113	119	George G. Thompson, chmn	(215) 922-2635
225	✓	Sutton Healthcare Group, New York	4,300	3,400	28,800	22,600	26,800	20,900	1,000	900	1,000	900	NA	NA	Glenn DeSimone, president	(212) 779-1818
226	✓	Simons Michelson Zieve, Troy, Mich.	4,275	3,450	29,000	23,500	10,434	8,522	16,830	13,423	6,228	4,966	8,737	6,711	Morton Zieve, chmn	(313) 362-4242
227	✓	Leslie Advertising, Greenville, S.C.	4,268	4,030	30,111	28,582	8,505	8,100	18,157	16,993	3,425	2,853	13,882	12,886	E. Dean Anderson, president	(803) 271-8340
228	✓	Doe-Anderson Advertising, Louisville	4,213	3,965	31,106	27,520	12,987	12,964	14,797	11,467	6,129	4,890	5,724	3,896	Robert S. Allison, president, ceo	(502) 589-1700

Notes: Dollars are in thousands. Print media billings include newspaper, consumer magazine, Sunday magazine, business publication, medical journal, and farm publication billings; broadcast media billings include spot, network, cable and syndicated TV billings, as well as radio. Print and broadcast media may include some media bought on a fee basis. * indicates that gross income and/or total volume figures are AA estimates.

✓ indicates that agency received signature of independent accountant verifying figures supplied to AA.

Agencies ranked 101 to 588 with U.S. billings by media category

Rank		Agency, headquarters	Gross income		Total volume		Capitalized fees		Commissionable media		Print media billings		Broadcast media billings		Top executive, title	Telephone number
			1988	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988	1987		
229		**Stone, August, Baker Communications Cos., Troy, Mich.**	4,183	3,550	30,373	27,014	20,268	17,923	6,773	6,660	1,922	1,639	4,701	4,828	Ronald Stone, chmn	(313) 641-0400
230		Stern Advertising, Pepper Pike, Ohio *	4,050	3,450	27,000	23,000	NA	NA	27,000	23,000	4,860	6,210	21,870	16,560	Nelson M. Stern, chmn	(216) 464-4850
231	✓	**Decker Rickard, Glastonbury, Conn.**	4,048	NA	27,000	NA	23,345	NA	1,900	NA	1,406	NA	399	NA	Albert D. Mason, ceo	(203) 659-1311
232	✓	Anderson Communications Cos., Dallas	4,046	3,548	29,385	24,885	23,933	21,131	3,851	2,489	3,517	2,019	296	445	Joseph Anderson, chmn	(214) 233-8461
233		**Warner, Bucking & Fenwick, New York**	4,030	3,586	26,876	23,974	13,376	12,762	11,710	9,689	3,942	3,600	6,645	4,950	John E. Warner, chmn	(212) 759-7900
234	✓	Marketing Support, Chicago	4,020	3,854	36,891	34,217	27,166	27,109	4,934	2,576	5,558	3,737	6,050	5,750	David L. Weiner, president	(312) 565-0044
235		**Lempert Co., Belleville, N.J.**	4,000	3,330	26,671	22,203	8,671	6,003	14,000	12,700	3,500	2,795	7,000	6,985	Philip Lempert, president	(201) 759-2900
236	✓	Franklin Spier Inc., New York	3,988	3,730	26,601	24,880	4,759	4,745	18,933	17,276	16,193	15,276	2,394	1,673	Alix Nelson, chmn, ceo	(212) 679-4444
237		**Cranford Johnson Robinson Associates, Little Rock, Ark.**	3,969	3,528	26,473	23,534	21,567	15,329	4,907	7,705	2,205	3,891	2,031	3,190	Wayne Cranford, chmn	(501) 376-6251
238	✓	Pedone & Partners, New York	3,962	2,294	26,413	15,291	5,003	NA	21,410	12,309	4,950	5,027	14,500	7,244	Michael F. Pedone, president, ceo	(212) 319-2000
239	✓	**BBDM Advertising, Chicago**	3,946	3,154	26,307	21,025	11,893	11,908	12,828	8,296	13,153	10,092	12,627	10,933	Walter S. Browning, president	(312) 644-9600
240	✓	Homer & Durham Advertising, New York	3,943	3,910	26,291	25,632	11,477	11,152	11,696	12,003	8,538	7,922	2,573	1,800	Tamara K. Homer, president	(212) 477-5400
241	✓	**Juhl Agency, Mishawaka, Ind.**	3,905	3,313	29,163	27,977	22,779	19,838	3,789	5,939	5,387	4,744	1,099	875	Howard J. Blackwood, president	(219) 271-5621
242	✓	Wolf Blumberg Krody, Cincinnati	3,902	4,084	26,013	27,227	23,574	23,062	2,439	4,164	1,784	NA	558	NA	Dale Wolf, president	(513) 751-0258
243	✓	**Goldberg Marchesano & Associates, Washington**	3,877	3,583	25,861	23,900	2,076	2,757	19,188	18,266	5,308	5,513	13,091	12,051	Carole Marchesano, president	(202) 789-2000
244	✓	Gilbert, Whitney & Johns, Whippany, N.J.	3,875	3,225	26,000	21,500	NA	NA	26,000	21,500	7,030	5,700	6,510	4,870	John Daltner, president	(201) 386-1776
245		**Ice Communications, Rochester, N.Y.**	3,791	2,870	25,000	20,000	21,728	16,749	1,205	1,891	1,055	1,490	150	400	Francis Cosentino, president	(716) 244-5400
246		Rossin Greenberg Seronick & Hill, Boston	3,770	3,206	25,130	21,380	20,330	17,302	1,200	1,015	NA	NA	NA	NA	Jack Rossin, chmn	(617) 350-6200
247		**Tromson Monroe Advertising, New York**	3,765	2,375	29,500	21,000	8,000	6,000	20,000	14,000	16,500	13,500	3,500	500	Mario Trombone, president	(212) 752-8660
248		Sawyer Riley Compton, Gainesville, Ga.	3,762	NA	24,498	NA	20,055	NA	2,673	NA	NA	NA	NA	NA	L. Gordon Sawyer, chmn	(404) 532-6285
249	✓	**Blair Advertising, Rochester, N.Y.**	3,756	4,039	25,043	26,927	17,226	16,762	5,090	5,502	2,014	1,761	2,935	3,536	John F. Kraushaar, chmn, ceo	(716) 473-0440
250		Marquardt & Roche, Stamford, Conn.	3,738	3,335	24,656	22,231	19,311	17,175	3,800	3,735	1,873	1,867	1,235	1,195	James Marquardt, president, partner	(203) 327-0890
251	✓	**Cohen/Johnson, Los Angeles**	3,729	3,450	24,862	23,000	19,735	18,262	2,972	2,737	NA	NA	NA	NA	Howard Cohen, chmn, creative dir	(213) 553-2300
252	✓	Kerker & Associates, Minneapolis	3,701	3,890	26,835	27,409	11,380	10,560	12,203	13,598	NA	NA	NA	NA	Douglas A. Freeman, chmn	(612) 835-7922
253	✓	**Barker Campbell & Farley, Virginia Beach, Va.**	3,671	2,834	24,475	18,890	12,813	8,076	8,097	8,379	4,085	4,170	3,407	3,690	Robert A. Barker, president	(804) 497-4811
254	✓	Emerson Lane Fortuna, Boston	3,663	3,288	31,258	31,301	19,656	19,236	8,721	8,460	1,791	1,878	5,766	5,570	Richard B. Emerson, president	(617) 720-2424
255	✓	**Lawrence Butner Advertising Agency, New York**	3,649	4,052	24,338	27,012	2,470	2,981	20,768	22,822	NA	NA	NA	NA	Lawrence Butner, president, ceo	(212) 682-3200
256		McCaffery & Ratner, New York	3,649	3,918	25,206	25,453	5,910	6,003	16,196	16,450	9,000	NA	5,100	NA	Samuel I. Ratner, chmn	(212) 661-8940
257		**Cosmopulos, Crowley & Daly, Boston**	3,525	3,232	23,500	22,600	NA	NA	22,300	21,550	13,500	13,050	7,000	6,850	Stavros Cosmopulos, chmn	(617) 266-5500
258		Sullivan Higdon & Sink, Wichita, Kan.	3,490	2,035	27,654	17,257	16,428	11,685	7,134	3,305	4,111	2,500	2,955	780	B. Vaughn Sink, president	(316) 263-0124
259	✓	**Dahlin Smith White, Salt Lake City**	3,490	2,292	23,278	15,289	9,505	4,129	7,050	7,185	8,600	8,629	550	395	John D. Dahlin, president	(801) 364-0919
260	✓	Dudnyk Co., Horsham, Pa.	3,480	3,208	23,200	20,880	18,800	16,924	4,400	3,956	1,480	1,320	200	200	Ed Dudnyk, president	(215) 443-9406
261	✓	**Warren/Kremer Advertising, New York**	3,475	4,021	26,825	27,270	7,387	3,500	16,465	23,770	20,675	21,370	1,825	1,600	Peter Warren, president	(212) 686-2914
262	✓	Gardner Communications, San Francisco	3,416	2,979	19,010	17,066	879	839	14,466	12,731	2,459	2,275	10,126	8,912	Robert K. Gardner, president	(415) 434-2191
263	✓	**Rizzo Simons Cohn, Boston**	3,380	3,376	22,545	22,520	19,242	16,860	1,614	2,670	4,980	6,342	1,900	2,524	J. Peter Rizzo, chmn, ceo	(617) 423-2700
264	✓	Kolesar & Hartwell, Minneapolis	3,373	2,314	22,500	15,432	15,868	11,586	3,146	2,345	4,268	2,325	947	739	David Kolesar, president	(612) 343-0418
265	✓	**Kert Advertising, Ft. Lauderdale, Fla.**	3,332	3,273	25,465	24,672	334	334	3,343	2,100	790	844	2,138	954	Norman Kert, president	(305) 484-4488
266	✓	Soghigian & Macuga Advertising, Washington	3,310	3,168	20,101	19,800	2,481	2,401	15,069	15,349	9,850	10,478	2,900	3,224	Harry Soghigian, chmn	(202) 337-5151
267		**Rubin Reid Noto & Ehrenthal, New York**	3,251	2,407	31,868	22,459	1,668	1,334	27,500	19,625	11,000	5,000	16,200	14,500	Mel Rubin, president	(212) 598-6900
268	✓	Larkin, Meeder & Schweidel, Dallas	3,230	2,326	21,254	15,507	4,589	3,103	10,165	8,063	2,948	2,135	6,201	5,297	Carl Larkin, chmn, president	(214) 688-7070
269	✓	**Brady Co., Menomonee Falls, Wis.**	3,219	2,625	22,424	18,596	14,588	12,050	3,769	2,910	3,584	2,642	NA	60	John B. Liebenstein, president, ceo	(414) 255-0100
270		Steinert & Associates, New York	3,206	2,571	21,277	17,075	20,677	16,675	NA	NA	NA	NA	NA	NA	Jan Allan Steinert, president, ceo	(212) 889-5000
271	✓	**Publicidad Siboney, New York**	3,188	2,395	21,264	15,883	12,470	9,265	6,892	6,124	NA	2	6,807	5,911	Jose M. Cubas, president	(212) 213-6640
272	✓	Zechman & Associates Advertising, Chicago	3,180	3,596	17,638	19,819	NA	NA	14,894	16,584	3,054	3,824	11,609	12,423	Jan E. Zechman, president, creative dir	(312) 346-0551
273	✓	**Dorland & Sweeney, Philadelphia**	3,167	2,052	22,968	14,369	17,279	11,393	2,052	1,135	2,050	1,135	NA	NA	Harry A. Sweeney Jr., president	(215) 625-0111
274		Pihas Schmidt Westerdahl Co., Portland, Ore.	3,149	2,707	23,003	20,002	13,978	11,467	5,063	5,022	5,751	4,900	9,201	8,200	John S. Pihas, president	(503) 279-4000
275	✓	**Food Group, New York**	3,115	2,961	20,139	19,112	11,339	10,912	5,200	4,600	5,700	5,200	NA	NA	Donald Axleroad, president	(212) 725-5766
276	✓	Goldfarb Hoff & Co., Southfield, Mich.	3,108	2,426	20,350	15,850	13,487	9,405	4,713	4,570	1,500	1,145	2,250	2,700	Robert Goldfarb, chmn	(313) 350-8200
277	✓	**Van Brunt & Co. Advertising, New York**	3,087	2,550	20,254	20,154	7,404	7,004	11,000	11,250	6,160	5,963	3,850	4,275	Edwin Van Brunt, chmn, exec comm	(212) 949-1300
278		Healy-Schutte & Co., Buffalo, N.Y.	3,064	2,563	23,347	21,576	13,501	12,142	7,060	5,848	2,981	2,383	3,892	3,333	Alden F. Schutte, president, ceo	(716) 884-2120
279		**Charnas Inc., Glastonbury, Conn.**	3,057	2,295	20,300	15,600	10,438	7,410	9,372	7,815	5,766	4,456	2,509	2,215	Robert D. Charnas, president	(800) 242-7627
280		Potter Hazlehurst, E. Greenwich, R.I.	3,057	2,818	20,381	18,799	9,707	9,132	8,361	7,337	7,776	6,603	502	660	Thomas E. Hazlehurst, chmn	(401) 885-4300
281	✓	**Marcus Advertising, Cleveland**	3,056	3,217	23,295	24,618	4,940	4,032	16,574	19,208	2,665	3,463	8,718	9,628	Harvey Scholnick, president	(216) 292-4700
282	✓	BHN Advertising & PR, St. Louis	3,044	4,529	19,439	28,525	8,730	13,895	7,634	9,377	3,393	3,915	2,882	4,370	Kennett C. Johnson, chmn	(314) 241-1200
283		**Waldbillig & Besteman, Madison, Wis.**	3,015	2,453	21,409	17,036	16,895	12,672	3,438	3,376	4,870	3,390	2,816	3,509	William Waldbillig, president	(608) 238-4757
284		Stan Merritt Inc., New York	3,000	2,879	28,000	25,900	6,670	4,384	20,330	20,506	6,400	7,485	11,950	11,483	Stan Merritt, president, ceo	(212) 867-4650
285	✓	**Merling Marx & Seidman, New York ***	3,000	2,500	20,200	16,560	2,430	2,650	17,400	13,600	18,170	NA	2,020	NA	Arthur A. Marx, president, ceo	(212) 683-2100
286	✓	Yaffe & Co., Southfield, Mich.	2,971	2,651	19,801	17,656	7,001	5,790	10,047	9,763	1,925	1,452	8,122	8,312	Fred Yaffe, ceo	(313) 552-7800
287	✓	**Muldoon Direct, New York**	2,963	2,129	19,659	14,100	19,009	13,480	50	60	NA	NA	NA	NA	Katie Muldoon, president	(212) 979-7200
288	✓	Sharp Hartwig, Seattle	2,939	2,447	19,602	16,324	NA	NA	NA	NA	7,840	6,530	5,450	4,900	David Sharp, president	(206) 282-6242
289	✓	**Blaisdell & Westlie, St. Paul, Minn.**	2,925	1,800	19,500	12,000	8,000	5,000	5,850	3,000	2,000	750	3,500	2,100	Linda K. Westlie, ceo	(612) 292-1263
290	✓	Clarity Coverdale Rueff Advertising, Minneapolis	2,900	2,600	19,700	17,400	10,000	8,840	7,025	6,210	8,270	7,630	8,470	6,960	Robert Rueff, ceo, mktg dir	(612) 339-3902
291		**Hammond Farrell, New York**	2,865	2,808	19,110	18,720	19,110	18,720	NA	NA	14,333	14,028	382	562	Hugh J. Farrell, president, creative dir	(212) 995-5680
292	✓	Sefton Associates, Grand Rapids, Mich.	2,857	2,695	19,060	20,329	16,653	15,781	1,614	2,357	1,014	1,472	582	515	G. William Sefton, chmn	(616) 957-0600

Notes: Dollars are in thousands. Print media billings include newspaper, consumer magazine, Sunday magazine, business publication, medical journal, and farm publication billings; broadcast media billings include spot, network, cable and syndicated TV billings, as well as radio. Print and broadcast media may include some media bought on a fee basis. * indicates that gross income and/or total volume figures are AA estimates.
✓ indicates that agency received signature of independent accountant verifying figures supplied to AA.

Agencies ranked 101 to 588 with U.S. billings by media category

Rank		Agency, headquarters	Gross income		Total volume		Capitalized fees		Commissionable media		Print media billings		Broadcast media billings		Top executive, title	Telephone number
			1988	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988	1987		
293	✓	**Girgenti, Hughes, Butler & McDowell, New York**	2,850	1,850	19,000	12,300	19,000	12,300	NA	NA	9,750	6,200	NA	NA	Steven Girgenti, president	(212) 481-7080
294	✓	Gerber Advertising Agency, Portland, Ore. *	2,836	2,660	18,005	16,500	6,520	2,100	6,355	7,400	4,025	NA	2,200	NA	Phil Stevens, president, ceo	(503) 221-0100
295	✓	**Harris, Baio & McCullough, Philadelphia**	2,818	1,708	18,796	11,393	14,587	8,625	2,847	2,087	2,267	1,277	430	520	George J. Harris, president	(215) 440-9800
296	✓	Gumpertz/Bentley/Fried, Los Angeles	2,781	2,469	22,500	21,500	4,038	4,378	16,308	14,810	2,780	2,957	11,806	11,018	Richard H. Fried, president	(213) 931-6301
297	✓	**McKone & Co., Irving, Texas**	2,767	3,115	18,455	20,778	12,642	15,525	1,829	1,740	NA	NA	NA	NA	Peter J. McKone, president	(214) 550-7433
298		Harris & West Advertising, Minneapolis	2,750	2,500	20,260	18,000	6,270	NA	8,390	NA	5,860	NA	1,050	NA	Rob West, president	(612) 941-9500
299		**Stephan & Brady, Madison, Wis.**	2,750	2,386	21,186	18,414	13,940	11,798	5,047	4,803	3,309	3,145	1,337	1,226	Jack Ragel, chmn, president, ceo	(608) 241-4141
300	✓	Rhea & Kaiser Advertising, Naperville, Ill.	2,736	NA	18,238	NA	8,338	NA	7,000	NA	3,950	NA	2,950	NA	Stephen L. Rhea, president	(312) 505-1100
301		**Firestone & Associates, New York**	2,734	2,730	18,227	18,199	5,731	5,717	10,672	10,685	4,772	4,642	8,958	8,881	Murray Firestone, president	(212) 247-4900
302		Alexander Marketing Services, Grand Rapids, Mich.	2,732	2,501	18,222	16,684	18,222	16,684	NA	NA	NA	NA	NA	NA	James S. Alexander, chmn	(616) 957-2000
303	✓	**Duffy & Shanley, Providence, R.I.**	2,702	2,335	18,024	15,573	10,816	9,410	4,955	4,060	3,862	3,167	2,216	1,817	David A. Duffy, president	(401) 274-0001
304	✓	KK&M Advertising, Boston	2,700	2,300	28,700	26,500	2,700	1,000	19,000	18,500	9,300	9,500	10,600	8,800	Dennis Kunian, chmn	(617) 787-0330
305		**Windermere Communications, Bala Cynwyd, Pa.**	2,700	NA	19,800	NA	NA	NA	NA	NA	NA	NA	NA	NA	Louis E. Starr Jr., president, ceo	(215) 664-5550
306		John Emmerling Inc., New York	2,700	2,482	18,000	16,545	3,750	3,945	12,000	11,000	7,200	6,490	4,200	4,235	John Emmerling, chmn	(212) 751-7460
307	✓	**Karsh & Hagan, Englewood, Colo.**	2,671	3,145	22,592	28,651	11,440	16,431	7,157	8,672	1,438	1,896	5,607	6,745	Philip H. Karsh, co-chmn	(303) 770-8088
308	✓	Publicis Inc., New York	2,666	2,381	19,040	17,005	2,744	2,321	14,114	11,350	12,295	10,755	1,638	307	Frederick W. Rhines, president, ceo	(212) 980-8550
309	✓	**Baxter, Gurian & Mazzei, Beverly Hills, Calif.**	2,650	2,050	17,675	13,673	NA	NA	NA	NA	6,118	3,673	NA	NA	Donald J. Baxter, chmn	(213) 657-5050
310		Baron & Zaretsky, New York	2,640	2,400	17,050	15,450	NA	NA	13,640	12,360	10,890	10,300	2,750	2,060	Kenneth Baron, president, creative dir	(212) 677-1747
311	✓	**Lipman, Richmond, Greene, New York**	2,636	2,680	15,962	16,753	4,613	5,055	11,349	11,698	6,753	7,078	3,689	3,860	H. Lipman, partner	(212) 684-1100
312		Hallmark Advertising, Pittsburgh *	2,571	2,281	17,137	15,203	NA	NA	NA	NA	2,504	2,037	12,105	10,950	Marvin S. Jacobson, president	(412) 687-0400
313	✓	**McDougall Associates, Peabody, Mass.**	2,550	2,870	17,147	19,300	13,031	14,659	3,520	3,887	3,239	3,296	211	431	Michael J. McDougall, chmn	(508) 532-6500
314	✓	Baker, Abbs, Cunningham & Klepinger, Birmingham, Mi.	2,533	2,722	16,892	18,154	8,163	8,688	6,366	5,947	3,375	4,182	2,612	1,488	Ernest W. Baker, chmn	(313) 540-5400
315	✓	**Forsythe Marcelli Johnson, Newport Beach, Calif.**	2,531	1,275	16,554	8,205	13,026	6,495	1,525	860	1,275	800	150	35	James H. Forsythe, president	(714) 759-9500
316	✓	Drossman Lehmann Marino, New York	2,514	2,642	19,853	23,252	1,627	4,602	15,484	15,800	4,189	3,900	11,295	16,300	Neil Drossman, chmn	(212) 627-9340
317		**Robert McKim Advertising, Los Angeles**	2,514	1,206	16,760	9,155	5,696	5,144	8,539	2,611	3,820	3,650	3,485	2,525	Robert McKim, president	(213) 382-2358
318	✓	Hughes Advertising, St. Louis	2,511	2,032	16,824	15,152	9,683	8,555	5,190	4,884	2,396	2,287	2,766	2,584	Jack A. Hughes, president	(314) 721-3400
319	✓	**Berenson, Isham & Partners, Boston**	2,504	2,913	17,558	18,992	12,654	12,865	3,936	3,655	3,739	709	NA	364	Paul S. Berenson, president	(617) 423-1120
320		Spencer Bennett Nowak, Seekonk, Mass.	2,500	2,475	16,697	16,590	10,672	10,705	3,325	3,195	3,300	3,195	250	NA	Edward G. Nowak Jr., president, ceo	(508) 336-5801
321	✓	**Fitzgerald & Co., Atlanta**	2,491	1,620	16,711	10,183	9,693	3,835	5,683	4,600	5,248	3,419	1,869	3,100	David P. Fitzgerald, president	(404) 239-0468
322		Smith Badofsky & Raffel, Chicago	2,460	1,502	16,009	16,595	7,942	8,018	5,846	6,120	1,988	2,081	3,332	3,488	Robert J. Smith, president	(312) 642-0500
323	✓	**Bonneville Media Communications, Salt Lake City**	2,449	2,172	14,355	13,362	NA	NA	3,200	6,672	915	667	2,285	5,004	Richard D. Alsop, president	(801) 237-2600
324	✓	E.H. Brown Advertising Agency, Chicago	2,448	2,215	16,322	14,766	3,043	2,789	12,337	11,277	4,829	4,285	7,507	6,992	Edward H. Brown Jr., chmn	(312) 372-9494
325	✓	**Zylke & Associates, Northbrook, Ill.**	2,428	1,802	17,062	12,528	11,871	8,976	2,788	2,137	2,788	2,117	NA	10	Ralph B. Zylke, president	(312) 498-9300
326	✓	Herring Newman, Seattle	2,423	1,517	17,124	12,250	14,189	9,238	187	393	NA	NA	NA	NA	Phil Herring, president	(206) 343-9654
327	✓	**Penny/Ohlmann/Neiman, Dayton, Ohio**	2,413	2,240	22,626	20,060	15,823	13,829	4,951	4,539	2,293	1,919	2,787	2,078	Walter Ohlmann, president, ceo	(513) 278-0681
328	✓	Cole Henderson Drake, Atlanta	2,400	2,800	17,300	19,300	6,400	8,100	8,800	9,200	6,000	6,900	2,900	3,800	John H. Drake, president, cfo	(404) 237-0057
329	✓	**CPA Inc., Key Biscayne, Fla.**	2,386	1,824	15,672	11,948	14,312	10,666	NA	41	NA	41	NA	NA	Hugues de Rochefort, chmn	(305) 361-3199
330		Clarke Goward Fitts Matteson, Boston	2,335	1,888	14,748	12,208	9,131	8,124	3,000	25,000	NA	NA	NA	NA	Terence Clarke, chmn	(617) 536-7611
331	✓	**Davidoff & Partners, Westport, Conn.**	2,301	2,004	15,341	13,759	8,654	7,947	5,879	4,503	2,572	2,263	6,023	3,570	Denise T. Davidoff, president	(203) 454-3425
332	✓	Kaufman & Maraffi, New York *	2,291	1,112	15,000	11,054	2,000	667	12,100	7,686	6,150	5,150	3,300	1,921	John B. Kaufman, chmn	(212) 867-0670
333	✓	**Chester Gore Co., New York**	2,271	NA	14,889	NA	4,489	NA	8,950	NA	7,155	NA	875	NA	Chester Gore, president	(212) 754-9111
334	✓	Lockhart & Pettus, New York	2,261	1,592	15,073	10,613	1,286	NA	10,602	8,889	2,990	2,568	7,372	6,181	Keith E. Lockhart, president	(212) 725-2828
335	✓	**Dudreck DePaul Ficco & Morgan, Pittsburgh**	2,260	2,454	17,975	18,700	7,595	8,970	8,261	8,630	1,863	1,800	5,652	5,870	Albert W. Dudreck, chmn	(412) 261-2580
336	✓	Posey Quest Genova, Greenwich, Conn.	2,250	2,250	28,800	26,000	12,000	12,675	13,800	10,800	7,400	6,100	5,400	4,700	James H. Quest, chairman, ceo	(203) 531-4900
337	✓	**Huntsinger & Jeffer, Richmond, Va.**	2,240	2,242	14,201	14,130	5,419	3,871	6,433	7,512	NA	NA	NA	NA	Jerald E. Huntsinger, chmn	(804) 266-2499
338	✓	McConnaughy Barocci Brown, Chicago	2,200	1,100	20,250	10,000	4,750	NA	14,000	10,000	9,100	NA	2,800	NA	Tom McConnaughy, president	(312) 321-8000
339	✓	**S.J. Weinstein Associates, New York**	2,200	1,800	14,667	12,000	2,000	1,334	6,000	5,000	4,000	3,000	NA	NA	Stephen J. Weinstein, ceo	(212) 206-0222
340	✓	Townsend Agency, Rosemont, Ill.	2,184	2,048	14,686	12,936	12,985	11,258	328	325	40	44	238	431	Gary Tillery, chmn	(312) 318-9010
341	✓	**Fox MMJM Direct, New York**	2,176	1,450	15,007	10,002	6,507	4,502	7,500	4,500	7,500	4,500	NA	NA	Neil S. Fox, president, ceo	(212) 683-0002
342	✓	Schenkein Inc., Denver	2,167	1,931	14,455	12,880	13,333	11,612	757	853	1,901	1,345	1,574	1,398	Robert A. Schenkein, president	(303) 292-6655
343		**Fern/Hanaway, Warwick, R.I.**	2,166	1,928	13,212	12,860	1,520	2,048	4,528	3,806	NA	NA	NA	NA	Sanford M. Fern, president	(401) 732-6610
344		Houston Advertising, Boston	2,147	1,382	20,382	9,218	11,747	9,218	8,046	NA	700	NA	7,346	NA	Douglas Houston, ceo, creative dir	(617) 267-5050
345		**Stiegler, Wells & Brunswick, Bethlehem, Pa.**	2,140	2,065	14,274	13,792	9,802	9,649	3,306	3,077	2,857	2,510	257	365	Ernie G. Stiegler, chmn	(215) 866-0611
346		Hawley Martin Partners, Richmond, Va.	2,140	NA	13,997	NA	9,630	NA	2,822	NA	2,886	NA	783	NA	David N. Martin, chmn	(804) 285-4500
347		**Launey, Hachmann & Harris, New York**	2,138	2,369	14,254	15,790	4,672	5,362	8,402	9,088	4,997	5,661	1,373	1,415	Robert E. Launey, president	(212) 679-1702
348	✓	Smith, Kaplan, Allen & Reynolds, Omaha	2,101	1,667	14,014	11,113	2,375	1,827	9,348	7,335	2,711	2,420	5,422	3,961	H. Wayne Smith, president	(402) 330-0110
349	✓	**Rick Johnson & Co., Albuquerque, N.M.**	2,096	1,800	14,267	13,409	8,136	8,200	4,938	4,126	NA	NA	NA	NA	Eric D. Johnson, president	(505) 266-1100
350	✓	August, Bishop & Meier, Chicago	2,084	1,617	12,631	10,174	11,692	8,613	NA	NA	NA	NA	NA	NA	Norman August, president	(312) 988-9200
351	✓	**Lieberman-Appalucci, Allentown, Pa.**	2,070	2,011	14,226	14,279	8,342	8,617	4,678	4,303	NA	NA	NA	NA	Joseph L. Appalucci, chmn	(215) 395-7111
352		Buyer Advertising, Newton, Mass.	2,059	1,852	13,325	12,028	1,874	1,336	11,211	10,535	11,211	10,535	NA	NA	Betty R. Buyer, president	(617) 969-4646
353	✓	**Umphenour Martin Lonsdorf, Atlanta**	2,044	1,669	15,143	12,042	7,093	6,048	5,140	3,593	272	311	2,940	1,865	Russell V. Umphenour Jr., chmn	(404) 881-8080
354	✓	Barney & Patrick Advertising, Mobile, Ala.	2,017	1,808	13,018	12,061	2,534	2,274	9,204	8,699	1,782	1,212	7,256	7,327	McGowin I. Patrick, president	(205) 433-0401
355		**Greenwald/Christian Advertising, Philadelphia**	2,011	1,590	13,250	10,600	3,144	2,515	9,200	7,360	3,680	2,944	5,060	4,048	Joseph T. Greenwald, president	(215) 568-9797
356	✓	Sommer Inc., Englewood, N.J.	2,01*	1,946	12,854	12,180	3,789	3,635	6,496	6,178	6,496	6,166	NA	NA	Bernard Sommer, president	(201) 568-3838

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Agencies ranked 101 to 588 with U.S. billings by media category

Rank		Agency, headquarters	Gross income		Total volume		Capitalized fees		Commissionable media		Print media billings		Broadcast media billings		Top executive, title	Telephone number
			1988	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988	1987		
357	✓	Hume Sindelar & Associates, Miami	2,001	1,273	14,391	9,313	3,552	1,329	8,063	6,339	2,722	2,282	5,010	4,007	David Hume, chmn	(305) 856-2511
358		CDHM Advertising, Stamford, Conn. *	2,000	NA	14,000	NA	NA	NA	14,000	NA	4,200	NA	7,100	NA	Joseph A. DelGaldo, president	(203) 967-7200
359	✓	Michael & Partners, Dallas	1,974	1,625	13,166	10,838	NA	NA	NA	NA	NA	NA	NA	NA	George Michael, president	(214) 520-1200
360		Maris, West & Baker, Jackson, Miss.	1,952	2,531	13,021	16,879	10,168	12,532	1,415	2,403	751	770	414	1,398	Gerrit A. Maris, president	(601) 362-6306
361	✓	Solin Associates, New York	1,942	1,620	20,200	16,900	NA	NA	20,200	16,900	450	1,000	18,000	14,100	Darrol B. Solin, chmn, ceo	(212) 661-9541
362		Rosenthal, Greene & Campbell, Bethesda, Md.	1,910	1,180	11,790	7,357	10,597	6,516	NA	NA	3,472	2,470	2,548	1,814	Dan Rosenthal, chmn, creative dir	(301) 657-3400
363	✓	Fessel, Siegfriedt & Moeller Advertising, Louisville	1,908	1,863	9,759	10,005	2,282	1,901	6,364	6,491	4,305	4,612	1,849	1,701	Rudy F. Moeller Sr., president	(502) 585-5154
364		O'Neal & Prelle, Hartford, Conn.	1,900	2,000	12,900	13,100	6,000	6,700	4,600	3,800	2,124	2,608	3,481	3,192	William J. O'Neal, chmn, ceo	(203) 527-3233
365		Pool/Sarraille Advertising, Los Angeles *	1,900	2,000	10,700	14,200	NA	NA	NA	NA	5,500	NA	1,300	NA	Harvey Pool, president, creative dir	(213) 479-4166
366	✓	Ken Schmidt Co., Milwaukee	1,900	1,698	11,778	10,885	3,907	3,888	5,827	4,986	5,437	4,255	NA	135	Daniel H. Nelson, chmn	(414) 224-0210
367	✓	McFarland Group, Elm Grove, Wis.	1,879	1,623	9,888	9,197	3,148	3,082	3,880	3,475	2,370	1,762	1,020	2,967	Michael McFarland, president	(414) 786-5891
368	✓	Winterkorn Lillis, Rochester, N.Y.	1,868	1,419	7,307	5,153	2,548	2,030	1,742	1,178	1,742	1,178	NA	NA	William J. Lillis, president	(716) 454-1010
369		Pagano Schenck & Kay, Providence, R.I.	1,852	NA	12,431	NA	7,250	NA	3,699	NA	5,573	NA	3,021	NA	Robert P. Pagano, president	(401) 456-0650
370	✓	Scharfberg & Associates, Jenkintown, Pa.	1,828	1,940	12,593	13,358	2,668	2,668	9,255	10,000	2,828	2,855	5,524	5,910	Sheldon Scharfberg, president	(215) 885-7050
371		H. Richard Silver Inc., New York *	1,806	1,588	11,841	10,425	3,844	3,090	6,860	6,493	NA	NA	NA	NA	H. Richard Silver, president	(212) 867-6800
372	✓	Simms & McIvor, Somerville, N.J.	1,805	1,227	12,338	8,686	9,719	6,577	862	623	862	623	NA	NA	Patrick J. McIvor, president	(201) 722-8777
373	✓	Lohman Organization, New York	1,800	1,607	12,000	10,712	8,270	7,422	2,620	2,110	2,520	2,010	100	100	Arthur J. Lohman, president	(212) 213-4080
374		Penny & Speier, Houston	1,794	1,530	15,429	14,047	11,106	10,197	3,059	2,726	1,983	1,661	911	810	C.R. Penny, chmn	(713) 965-033[illegible]
375		Hal Langerman Co., Blue Bell, Pa.	1,782	1,665	9,619	9,257	9,219	8,886	NA	NA	NA	NA	NA	NA	Hal Langerman, creative dir	(215) 275-1901
376	✓	Haselow & Associates, Cleveland	1,749	980	11,668	6,540	11,668	6,540	NA	NA	NA	NA	NA	NA	John H. Haselow, president	(216) 831-5060
377		Wardrop Murtaugh Temple, Chicago	1,748	1,723	11,200	10,800	1,560	660	7,056	6,265	4,444	2,192	2,118	3,258	John C. Wardrop, president	(312) 750-9200
378	✓	Intercommunications Inc., Newport Beach, Calif.	1,740	1,717	15,734	14,103	11,604	11,453	3,343	2,000	7,867	7,052	3,147	2,821	Toni Alexander, president	(714) 644-7520
379	✓	Mitchell & Comer, Toledo, Ohio	1,739	1,564	12,454	11,498	11,596	10,433	NA	NA	NA	NA	NA	NA	Lee Comer, chmn	(419) 243-7600
380		Middleberg Middleton Picower, New York	1,734	1,500	11,828	10,003	9,179	7,644	1,725	1,567	1,550	1,467	175	100	Don Middleberg, chmn, ceo	(212) 753-6883
381		Martiny & Co., Cincinnati	1,724	1,102	11,500	7,352	8,065	5,467	1,870	892	NA	NA	NA	NA	Kim Martiny, ceo	(513) 784-0400
382		Harris & Love Advertising, Salt Lake City, Utah	1,720	1,682	11,731	11,088	1,598	1,169	8,058	7,900	1,160	1,138	6,600	6,470	Donald G. Ware, president	(801) 532-7333
383	✓	John Volk Co., Chicago	1,710	1,680	15,738	12,733	10,173	7,447	4,901	3,941	4,514	3,531	382	410	John Volk, president	(312) 787-7117
384	✓	Gregory Inc., Cleveland	1,684	1,740	11,733	11,881	5,868	5,549	5,210	5,377	2,339	2,430	189	25	Joseph A. Rini, president, ceo	(216) 621-9632
385	✓	NKH&W Marketing Communications, Kansas City, Mo.	1,666	1,775	11,112	11,839	11,112	11,839	NA	NA	1,310	704	1,107	375	F. Peter Kovac, president	(816) 753-8881
386		Larson Colby Koralek, Los Angeles	1,652	1,500	11,000	10,000	3,260	4,500	7,400	5,300	2,200	1,100	5,200	4,200	Garry Koralek, president	(213) 931-0009
387	✓	Kaprielian O'Leary Advertising, New York	1,650	NA	12,317	NA	1,067	NA	8,500	NA	NA	NA	NA	NA	Walter Kaprielian, chmn, creative dir	(212) 696-1300
388	✓	Caravetta Allen Kimbrough, Miami	1,648	1,631	10,984	10,877	2,003	2,280	5,526	5,961	3,444	3,185	1,643	2,342	Nina Cohen, president	(305) 594-1896
389		Warren Anderson Advertising & PR, Davenport, Iowa	1,647	1,427	10,983	9,516	8,810	7,459	1,604	1,627	1,678	1,777	1,029	1,290	Gerald D. Jacks, chmn	(319) 326-2596
390	✓	Communication & Design Agency, Latham, N.Y.	1,642	1,026	11,756	7,722	6,797	4,781	3,938	2,099	2,888	1,645	851	414	Francis J. Lipari, president	(518) 783-0001
391		J.H. Lewis Advertising, Mobile, Ala.	1,634	1,538	11,847	10,858	7,730	6,851	2,079	1,600	707	688	1,081	672	John H. Lewis Jr., president	(205) 476-2507
392	✓	Loeffler Ketchum Mountjoy, Charlotte, N.C.	1,627	1,706	11,200	11,700	NA	NA	NA	NA	NA	NA	NA	NA	William G. Loeffler, president	(704) 542-8131
393	✓	Hiebing Group, Madison, Wis.	1,613	1,260	12,148	12,004	9,559	7,563	1,196	3,266	432	686	4,204	1,927	Roman Hiebing, president	(608) 256-6357
394	✓	Rainoldi Kerzner & Radcliffe, San Francisco	1,597	1,536	10,623	10,391	8,438	7,761	649	1,133	603	1,133	NA	NA	Joseph C. Rainoldi, president	(415) 398-6222
395	✓	Donald L. Arends Inc., Oak Brook, Ill.	1,584	1,535	10,565	10,239	1,574	2,050	2,995	2,939	2,145	1,929	840	882	Donald L. Arends, ceo	(312) 990-0220
396	✓	Wendt Advertising, Great Falls, Mont.	1,582	1,304	10,579	8,772	5,711	5,772	3,792	2,153	1,745	1,483	1,994	646	Stanley F. Meyer, chmn	(406) 452-8581
397	✓	Phillips Miller Speyer & Frost, Amityville, N.Y.	1,568	1,594	10,279	10,529	9,384	9,022	546	1,208	509	1,131	37	77	Louis Phillips, chmn	(516) 691-1911
398	✓	Lewis, Browand & Associates, Oakland, Calif.	1,565	1,528	14,229	13,889	711	694	10,671	10,416	NA	NA	NA	NA	C. Roger Lewis, president	(415) 536-0500
399	✓	Weiser Group, Chicago	1,551	1,567	10,674	10,513	10,123	8,631	186	1,589	186	1,510	NA	79	Michael L. Weiser, chmn	(312) 368-1500
400	✓	SGM & Co., Norwell, Mass.	1,550	1,503	9,976	9,692	6,337	6,150	1,605	1,667	1,605	1,667	NA	NA	Robert H. Brandt, president, ceo	(617) 871-2730
401	✓	Marontate & Co., Auburn Hills, Mich.	1,539	1,451	10,732	10,192	1,181	1,127	9,183	8,705	4,859	4,533	4,104	4,001	Felix Malinowski, vp	(313) 373-1700
402		Estey-Hoover, Newport Beach, Calif.	1,527	963	10,124	8,619	8,659	7,646	1,137	675	828	459	268	98	Daniel W. Hoover, president	(714) 756-8501
403		Peterson-Morris MacLachlan, Minneapolis	1,524	1,684	10,162	11,283	NA	NA	NA	NA	NA	NA	NA	NA	Jack Morris, president	(612) 331-8000
404	✓	Glazen Communciations, Cleveland	1,517	1,242	9,929	8,119	3,742	3,492	5,139	3,701	1,205	1,051	4,708	2,482	Alan B. Glazen, chmn, creative dir	(216) 241-7200
405		John Risdall Advertising, New Brighton, Minn.	1,512	1,097	10,081	7,313	5,175	3,351	3,714	3,145	2,319	1,359	311	269	John Risdall, president	(612) 631-1098
406		Advertising, Boelter & Lincoln, Madison, Wis.	1,505	1,529	10,033	10,193	4,613	4,887	3,523	3,642	458	473	1,656	1,712	Robert Boelter, president	(608) 251-3381
407		Edgar S. Spizel Advertising & PR, San Francisco *	1,500	1,500	10,005	10,005	10,005	10,005	NA	NA	NA	NA	NA	NA	Edgar S. Spizel, president	(415) 474-5735
408		Beckman Associates Advertising, Albany, N.Y.	1,491	1,762	10,701	12,241	8,392	9,220	468	983	645	786	1,613	1,965	Richard N. Beckman, chmn, ceo	(518) 465-4573
409		HMK Advertising, Chestnut Hill, Mass.	1,489	1,145	15,866	11,902	NA	NA	11,872	8,542	11,872	8,542	NA	NA	Harvey Karp, president	(617) 969-7777
410		R.L. Meyer Advertising, Milwaukee	1,484	1,388	12,599	12,082	2,879	2,908	8,431	8,725	66	1,201	7,329	7,452	Robert L. Meyer, president	(414) 933-3344
411	✓	G. Temple Associates, Southfield, Mich.	1,443	1,825	9,330	8,033	7,237	6,316	1,216	987	1,216	987	NA	NA	Gerald L. Temple, president	(313) 353-9750
412	✓	Nash Direct, New York	1,433	881	9,558	5,876	NA	NA	NA	NA	NA	NA	NA	NA	Edward Nash, president	(212) 758-0120
413		Drackett & Lavidge, Phoenix *	1,420	1,000	9,804	7,307	400	NA	6,329	NA	3,825	863	2,021	1,672	William R. Lavidge, president	(602) 266-0022
414	✓	Adair-Greene Advertising, Atlanta	1,415	1,168	7,775	6,092	5,180	3,275	964	763	197	166	491	409	Willam M. Adair, chmn	(404) 351-8424
415	✓	Beaumont, Heller & Sperling, Reading, Pa.	1,413	1,189	9,458	7,981	8,610	7,138	106	141	66	115	3	0	Robert D. Beaumont, president	(215) 375-4311
416	✓	Stimpson-Clarke Advertising, Seattle	1,411	1,223	9,294	8,014	5,262	3,773	3,392	3,436	882	893	1,527	1,546	James W. Clarke, president	(206) 583-8110
417	✓	Kip Myers & Associates, Stuart, Fla.	1,370	1,004	12,001	9,272	6,241	5,250	4,900	3,300	2,630	1,715	2,011	1,419	Kip Myers, president, creative dir	(407) 287-1990
418	✓	Furman, Roth Advertising, New York	1,367	1,259	9,114	8,394	1,374	1,001	7,220	6,966	2,000	1,900	4,460	6,100	Ernie Roth, president, coo	(212) 757-7393
419		J.P. Hogan & Co., Knoxville, Tenn.	1,366	1,800	9,108	12,000	7,159	8,660	1,305	1,800	874	1,176	431	540	Joseph P. Hogan, chmn, ceo	(615) 546-7661
420	✓	Dickison & Rakaseder, Westport, Conn.	1,350	1,200	9,000	8,000	3,400	2,950	5,000	4,500	2,750	2,720	1,750	1,400	Don Dickison, chmn	(203) 226-1296

Notes: Dollars are in thousands. Print media billings include newspaper, consumer magazine, Sunday magazine, business publication, medical journal, and farm publication billings; broadcast media billings include spot, network, cable and syndicated TV billings, as well as radio. Print and broadcast media may include some media bought on a fee basis. * indicates that gross income and/or total volume figures are AA estimates.

✓ indicates that agency received signature of independent accountant verifying figures supplied to AA.

Agencies ranked 101 to 588 with U.S. billings by media category

Rank		Agency, headquarters	Gross income		Total volume		Capitalized fees		Commissionable media		Print media billings		Broadcast media billings		Top executive, title	Telephone number
			1988	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988	1987		
421	✓	Armando Testa Advertising, New York	1,322	476	9,915	4,061	7,364	2,414	1,712	760	1,712	304	NA	NA	Giacomo Boggetto, exec vp, ceo	(212) 683-3030
422		Ad Hoc Marketing Resources, New York	1,309	1,214	8,260	8,080	6,726	6,527	117	110	117	NA	NA	NA	Karen Hochman, president	(212) 947-7100
423	✓	Wolkcas Advertising, Albany, N.Y.	1,307	832	8,169	5,412	4,700	2,001	2,320	2,325	637	1,065	2,411	1,332	Stewart Sachow, president	(518) 863-4846
424		Birdsall-Voss & Associates, Mequon, Wis.	1,300	NA	8,667	NA	NA	NA	5,200	NA	3,140	NA	1,225	NA	Don Birdsall, president	(414) 241-4890
425	✓	Martz & Associates, Scottsdale, Ariz.	1,297	1,150	8,500	7,500	3,669	2,897	4,000	3,650	3,400	3,200	500	150	Carrie A. Martz, president	(602) 998-3154
426	✓	Roni Hicks & Associates, San Diego	1,291	1,464	8,499	9,606	6,833	6,781	1,024	1,937	755	1,715	164	99	Roni Hicks, president	(619) 238-8787
427	✓	Roggers, French & Co., Newport Beach, Calif.	1,290	1,276	8,198	8,133	2,738	2,501	4,250	4,450	2,688	3,249	587	579	William C. French, president	(714) 760-3004
428	✓	Grant & Palombo, Minneapolis	1,282	1,409	8,553	9,401	NA	NA	NA	NA	5,132	3,761	1,283	2,350	Susan Grant Palombo, president	(612) 338-4080
429	✓	Grant Marketing Communications, Conshohocken, Pa.	1,275	1,145	8,503	7,608	5,503	5,270	1,500	1,004	1,200	1,100	NA	NA	Howard C. Grant, chmn	(215) 834-0550
430		Topin & Associates, Chicago *	1,275	1,125	8,500	7,500	NA	NA	8,500	8,500	NA	NA	NA	NA	Alan J. Topin, president	(312) 645-0100
431	✓	Ross Advertising, Peoria, Ill.	1,254	1,338	9,643	10,210	7,816	8,450	999	769	NA	NA	NA	NA	A. Wayne Flittner, president	(309) 691-4436
432	✓	Thielen & Associates, Fresno, Calif.	1,245	1,074	7,521	6,788	1,636	1,024	4,979	4,989	1,671	1,363	3,183	3,333	Michel C. Thielen, president	(209) 252-2500
433		Zubi Advertising Services, Miami	1,238	1,095	7,900	7,300	1,173	1,084	4,713	4,355	1,367	1,407	3,022	2,700	Teresa A. Zubizarreta, president	(305) 381-9222
434	✓	Ericksen/Basloe Advertising, New York	1,206	1,067	7,685	6,801	4,475	3,956	1,198	1,066	1,078	959	120	107	Robert P. Ericksen, president	(212) 239-3313
435	✓	Humphrey, Herbert & Alber, Pittsburgh	1,199	821	8,301	5,933	5,162	3,854	2,001	1,456	1,449	1,101	529	355	John J. Humphrey, chmn	(412) 261-4611
436	✓	Robert LaPointe & Co. Advertising & PR, San Francisco	1,197	956	8,318	6,741	5,590	4,182	1,869	1,744	1,869	1,744	NA	NA	Bob LaPointe, president	(415) 398-1940
437	✓	Jason Group, New York	1,189	1,170	12,280	12,100	NA	NA	7,925	7,800	9,210	9,075	3,070	3,025	Art Sasso, president	(212) 967-6550
438	✓	Laven, Fuller & Perkins Advertising, Chicago	1,182	1,172	7,841	7,769	1,863	1,857	5,712	5,657	5,030	4,996	337	322	James P. Perkins, president	(312) 440-1818
439	✓	Wyble Advertising, Millville, N.J.	1,169	1,092	7,298	7,221	4,384	4,621	2,125	1,749	2,125	2,125	NA	NA	Henry E. Wyble, president	(609) 825-3403
440	✓	MacDonald Boyd White, Boston	1,169	889	7,640	5,811	3,748	3,091	3,001	2,056	627	783	2,276	1,257	Terrence M. MacDonald, chmn	(617) 439-7040
441	✓	Marx/Knoll, Denight & Dodge, Portland, Ore.	1,161	982	7,563	6,476	3,044	2,928	3,448	2,576	1,541	1,081	1,670	1,218	Robert Knoll, president	(503) 226-2867
442		Point Communications, Dallas	1,147	1,572	8,285	10,485	3,691	5,007	3,322	4,445	1,544	NA	1,486	NA	Bill Neale, chmn	(214) 851-1100
443	✓	Broyles Garamella Fitzgerald & Czysz, Los Angeles	1,131	569	5,746	3,248	4,230	2,355	346	84	346	84	NA	NA	Chip Garamella, president	(213) 650-9888
444		Emerson Marketing Agency, New York	1,114	900	7,243	5,999	5,489	4,857	652	53	NA	NA	NA	NA	Andi Emerson, president	(212) 213-0320
445		Hickman & Associates, Indianapolis	1,110	98[illegible]	7,406	6,990	5,581	4,419	1,170	1,540	516	737	634	779	Vaughn B. Hickman, president, ceo	(317) 843-1113
446	✓	Wooding Housley DiLeo, Providence, R.I.	1,101	1,02[illegible]	7,507	7,040	4,368	4,637	2,243	2,403	2,198	2,253	35	75	Benjamin E. Wooding, president	(401) 272-9494
447		Peter Scannell Inc., New York *	1,100	1,600	7,629	10,591	2,459	3,380	5,143	7,071	NA	NA	NA	NA	Peter Scannell, president	(212) 947-3822
448	✓	George P. Clarke Advertising, New York	1,098	1,074	7,253	7,100	3,934	3,858	2,942	2,874	3,264	3,195	1,813	1,775	George P. Clarke, president	(212) 490-2212
449	✓	S.R. Knapp Associates, Arlington Hts., Ill.	1,092	878	7,287	6,749	6,204	5,458	554	871	2,561	2,885	1,312	672	Stephen R. Knapp, president	(312) 392-0707
450	✓	Qually & Co., Chicago	1,081	658	7,500	4,500	NA	NA	NA	NA	3,980	1,150	1,795	2,410	Robert Qually, president, creative dir	(312) 944-0237
451	✓	Adams Colway & Associates, Rochester, N.Y.	1,065	NA	7,491	NA	5,508	NA	1,312	NA	670	NA	631	NA	H. Mat Adams, president	(716) 325-6830
452	✓	Tepe, Hensler & Westerkamp, Cincinnati	1,038	1,224	8,209	9,045	4,789	5,888	2,716	2,346	1,848	1,597	733	633	John Tepe, president	(513) 241-0100
453		Three Arts, Cedar Rapids, Iowa	1,030	725	6,460	4,660	1,622	2,069	NA	NA	NA	NA	NA	NA	Daniel Perkins, president, ceo	(319) 365-7572
454	✓	Tri-State Advertising Co., Warsaw, Ind.	1,024	816	6,661	5,276	3,166	2,241	2,568	2,144	2,548	2,144	NA	NA	William L. Kreicker, president	(219) 267-5178
455		McKee Advertising, Elk Grove Village, Ill.	1,022	879	9,023	7,207	6,101	4,304	1,821	1,710	1,814	1,676	NA	20	Edward H. McKee, president	(312) 956-8188
456		Smith & Yehle, Kansas City, Mo.	1,001	996	6,677	6,644	4,005	3,971	1,638	1,618	1,469	1,462	4,206	4,185	Harold F. Smith, chmn	(816) 842-4900
457	✓	Littlefield Marketing & Advertising, Tulsa, Okla.	1,001	674	17,187	13,214	6,675	2,897	6,204	4,772	2,368	1,473	3,117	3,187	David G. Littlefield, president	(918) 742-7250
458		Richardson, Thomas & Bushman, Plymouth Meeting, Pa.	987	951	6,328	6,091	2,428	2,341	3,150	3,000	3,150	3,000	NA	NA	Arthur J. Boyle, president	(215) 834-0430
459	✓	Schroeder Advertising, New York	985	NA	3,734	NA	734	NA	2,800	NA	2,650	NA	100	NA	Chuck Schroeder, president	(212) 674-3030
460		Landers & Partners, St. Petersburg, Fla. *	977	879	6,425	5,483	2,051	1,034	3,875	4,119	721	437	3,055	3,520	Samuel P. Landers, chmn, ceo	(813) 577-6868
461	✓	Martin A. Lave Marketing, Indianapolis *	969	689	6,288	4,463	285	266	5,044	3,479	394	368	619	415	Martin A. Lave, president	(317) 872-0971
462	✓	Cascino & Purcell, Atlanta	952	882	6,349	5,883	4,270	1,084	1,760	4,104	634	2,102	1,074	1,908	Alfred M. Cascino, president, ceo	(404) 237-9945
463	✓	Daymark Inc., Cincinnati	945	905	6,473	5,888	5,518	5,038	49	29	49	29	NA	NA	Kerry B. Didday, president	(513) 751-1730
464	✓	Delfino Marketing Communications, Valhalla, N.Y.	931	791	6,155	5,232	5,189	4,411	676	575	572	486	54	46	Geno B. Delfino, president	(914) 747-1400
465	✓	Adelante Advertising, New York	924	909	6,034	5,934	1,234	1,234	4,100	4,000	410	400	2,255	2,200	Sy Davis, president	(212) 696-0855
456	✓	Mallof, Abruzino & Nash Marketing, Lombard, Ill. *	914	803	6,092	5,200	80	NA	6,000	5,200	2,400	3,374	3,360	1,035	Edward G. Mallof, president	(312) 964-7722
467	✓	Leff & Squicciarini Advertising & PR, Columbus, Ohio	912	740	5,970	4,883	3,442	3,548	1,788	919	391	448	1,353	374	Myron J. Leff, president	(614) 228-4900
468	✓	Kopf & Isaacson Advertising, Melville, N.Y.	906	945	5,593	5,762	233	107	2,820	3,225	2,730	3,161	90	NA	Arthur Zimmermann, president	(516) 293-6115
469	✓	M&H Advertising, Minneapolis	897	822	4,989	4,618	942	116	3,033	3,197	2,179	1,882	907	805	Steven C. Martin, partner	(612) 339-2991
470	✓	Smith Lask Associates, Chicago *	890	876	5,965	5,844	5,571	5,354	227	204	NA	NA	NA	NA	Barbara Lask, president, creative dir	(312) 222-1900
471	✓	D.P.L. Advertising, Battle Creek, Mich.	884	673	5,701	4,296	4,669	3,512	441	215	441	195	NA	10	Perry L. Phillips, president, acct exec	(616) 979-9191
472	✓	Patterson Advertising, Topeka, Kan.	855	783	5,585	5,220	2,761	3,101	2,181	1,561	446	402	1,455	997	Donald M. Shurtz, president, treasurer	(913) 266-3636
473	✓	Symon & Hilliard, New York	854	850	5,658	5,619	4,643	4,395	800	941	4,847	4,692	596	534	James Symon, chmn	(212) 505-0688
474	✓	Haynes & Pittenger Direct, Indianapolis	853	566	5,889	3,643	4,752	2,873	15	25	NA	NA	NA	NA	Thomas J. Haynes, chmn, ceo	(317) 262-4800
475	✓	White, Good & Co., Lebanon, Pa.	851	645	5,602	4,370	4,265	2,853	933	986	680	614	160	225	Robert F. Good, chmn, coo	(717) 274-8301
476	✓	Pierson & Flynn, Chicago	844	793	8,022	5,169	3,075	775	3,050	2,800	700	1,000	1,750	1,550	William L. Flynn, president	(312) 644-6090
477	✓	Haller Schwarz, Los Angeles	833	784	5,556	5,227	NA	NA	NA	NA	3,611	3,659	1,111	523	Henry Schwarz, president	(213) 977-1111
478	✓	Carter Callahan Advertising, Fort Lee, N.J. *	830	1,147	6,230	8,532	5,138	6,271	550	1,564	411	594	116	235	Peter Carter, president, ceo	(408) 998-5433
479	✓	Sheldon Fredericks Advertising, New York	829	527	5,373	5,118	1,342	1,322	3,120	2,940	562	429	135	NA	Frederick A. Schwartz, president	(212) 867-0110
480		Gardiner-A Marketing Co., Salt Lake City	810	879	5,403	5,863	5,403	5,863	NA	NA	445	NA	3,067	NA	Harold Gardiner, chmn	(801) 364-5600
481	✓	Richard Yeager Associates, Moorestown, N.J.	807	664	6,654	5,505	5,409	4,328	515	613	678	NA	36	NA	Richard A. Yeager, president	(609) 235-5768
482	✓	Neiman Group, Harrisburg, Pa.	804	721	5,713	4,777	3,804	3,380	1,068	834	500	350	458	414	Steven H. Neiman, ceo, president	(717) 232-5554
483	✓	Kalmar ad/marketing, Fort Lee, N.J.	802	797	5,000	5,000	NA	NA	3,050	3,250	2,800	2,500	250	750	Albert E. Markarian, chmn, ceo	(201) 947-7770
484	✓	AdCorp International Hawaii, Honolulu	801	204	5,297	1,297	3,291	230	1,740	714	381	429	1,151	214	Francis Wandell, ceo	(808) 599-8444

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Agencies ranked 101 to 588 with U.S. billings by media category

Rank		Agency, headquarters	Gross income 1988	Gross income 1987	Total volume 1988	Total volume 1987	Capitalized fees 1988	Capitalized fees 1987	Commissionable media 1988	Commissionable media 1987	Print media billings 1988	Print media billings 1987	Broadcast media billings 1988	Broadcast media billings 1987	Top executive, title	Telephone number
485	✓	**Ad-Tech Communications, Miami Lakes, Fla.**	797	675	5,318	4,554	4,511	3,901	375	238	368	238	8	NA	Daniel K. Palmer, managing partner	(305) 556-7261
486	✓	Roger White Advertising, Binghamton, N.Y.	788	670	5,153	4,380	4,549	3,866	28	24	23	20	5	4	Roger White, president	(607) 724-4356
487	✓	**Praco Ltd., Colorado Springs, Colo.**	788	747	5,165	4,876	3,290	3,045	1,374	1,252	687	611	283	640	James Hall, president	(719) 473-0704
488	✓	Stevens Kirkland Kreer, Chicago	775	664	5,167	4,983	4,336	4,202	831	781	775	781	56	NA	Henry B. Kreer, president	(312) 372-7868
489		**Sheffer Advertising, South Bend, Ind.**	767	753	5,025	4,830	4,224	3,960	532	301	585	372	96	92	Richard D. Sheffer, chmn, ceo	(219) 233-6970
490		Noble Arnold & Associates, Schaumburg, Ill. *	765	610	4,916	3,950	3,301	2,753	564	534	511	NA	NA	NA	Noble Arnold, president	(312) 605-8808
491	✓	**Bradford Advertising, Ivoryton, Conn.**	764	539	5,102	3,517	1,777	2,805	3,003	291	2,522	272	450	NA	Wilson G. Bradford, chmn, creative dir	(203) 767-0173
492		Gallagher Group, New York	750	750	5,000	5,000	NA	NA	5,000	5,000	1,660	1,400	3,055	3,350	James B. Carlein, vp	(212) 836-0616
493	✓	**Perry Ballard/Advertising, St. Joseph, Mich.**	733	694	4,696	4,536	3,866	3,845	480	353	326	227	94	84	Perry O. Ballard Jr., president, chmn	(616) 983-0611
494	✓	Duke Unlimited, Metairie, La.	721	713	5,108	5,463	3,122	3,568	1,367	1,252	581	580	722	645	Lana Duke, president	(504) 836-5150
495		**Poindexter Associates, Roanoke, Va.**	720	866	4,724	5,473	1,845	1,791	2,425	3,379	922	1,284	1,358	1,892	Dale Poindexter, president	(703) 345-2400
496	✓	Kocs, Wesson & Associates, Elm Grove, Wis.	713	615	4,750	4,100	3,580	3,160	620	580	1,760	1,580	1,310	900	Warren R. Eulgen, president	(414) 786-6624
497		**QML Communications, Dedham, Mass. ***	709	709	4,719	4,719	4,669	4,669	NA	NA	NA	NA	NA	NA	Alan E. Nash, chmn, president	(617) 329-8111
498	✓	Reynolds-Sullivan Advertising, Mobile, Ala.	701	509	3,888	2,806	1,069	730	2,081	1,488	832	479	1,042	839	Richard C. Sullivan, president	(205) 432-2780
499	✓	**Topline Design, Islandia, N.Y.**	700	929	4,993	5,740	1,668	1,668	2,500	3,272	833	589	1,575	2,617	Jeanne Fontana, ceo	(516) 348-6969
500		Rich, Gardner Advertising, Atlanta	693	NA	4,620	NA	780	NA	3,010	1,950	1,160	NA	1,240	NA	Fredric S. Rich, president	(404) 392-0340
501	✓	**Hull & Signorile, Florham Park, N.J.**	689	995	4,659	6,894	4,277	4,489	NA	1,790	NA	NA	NA	NA	Richard P. Hull, president	(201) 514-1888
502	✓	Graff Advertising, Palo Alto, Calif.	685	533	2,741	2,044	1,191	924	900	580	870	560	30	20	Lloyd L. Graff, president	(415) 856-4040
503	✓	**Sargent & Potratz, Milwaukee**	675	445	4,502	2,968	4,002	2,668	500	300	NA	NA	NA	NA	John W. Sargent, president	(414) 259-1199
504		Don Wise & Co., New York *	675	825	4,500	5,500	NA	NA	NA	NA	4,000	NA	NA	NA	Donald Wise, president	(212) 371-3333
505	✓	**Jiloty Communications, Holly Hill, Fla.**	663	628	4,308	4,066	2,551	2,219	1,111	1,168	533	537	367	363	Michael J. Jiloty, president	(904) 677-0673
506		Sullivan & Brownell, Randolph, Vt. *	652	470	4,352	3,135	3,282	2,375	1,069	761	460	327	535	380	Paul J. Sullivan, president	(802) 728-3300
507		**FitzSimons Advertising & PR, Cleveland**	645	523	4,209	3,884	2,095	1,903	1,582	1,475	924	855	610	575	Daniel A. FitzSimons, president	(216) 241-5656
508	✓	Asher Agency, Fort Wayne, Ind.	644	515	4,364	3,491	1,151	920	2,438	1,950	887	709	3,383	2,640	Timothy S. Borne, president	(219) 424-3373
509		**Lardis, McCurdy & Co., Meriden, Conn.**	635	640	4,494	4,517	1,447	1,414	1,561	1,557	1,060	1,072	186	180	John S. McCurdy, president	(203) 235-7040
510	✓	Ad-Pro Inc., Sycamore, Ill.	613	554	4,145	3,664	3,304	2,876	446	372	423	355	NA	NA	Diana L. Leifheit, principal, president	(815) 895-2000
511	✓	**Earle Bower Associates, New York**	586	582	3,836	3,722	1,260	1,252	2,131	1,822	338	414	1,125	559	Earle Bower, president	(212) 268-7474
512	✓	CTS Associates, Detroit	582	542	4,768	3,895	2,924	521	688	795	177	186	427	271	C. Thomas Scholl, president	(313) 965-0575
513	✓	**Ambassador Marketing Group, Montvale, N.J.**	577	NA	3,846	NA	1,800	NA	93	NA	93	NA	NA	NA	Dennis J. Romano, chmn, ceo	(201) 930-1400
514	✓	Sader & Associates, New York	570	473	3,800	3,150	1,660	1,400	1,800	1,200	195	110	310	280	Archie A. Sader, president	(212) 725-0770
515	✓	**Jaeger Inc., Berea, Ohio**	566	573	3,605	3,662	NA	NA	2,602	2,718	2,502	2,685	100	330	Donald C. Auble, president	(216) 243-8700
516	✓	DFK Advertising, New York	563	532	3,700	3,500	500	500	2,900	2,750	1,885	1,788	580	550	David Krieger, president	(212) 696-0766
517		**Hammerman & Morse, Chicago**	548	536	3,652	3,574	3,652	3,574	NA	NA	NA	NA	NA	NA	Gayle Morse, chmn, vp	(312) 337-0404
518	✓	MarketAide Inc., Salina, Kan.	546	500	3,642	3,489	2,687	2,663	1,354	1,645	494	395	152	214	Gary D. Ray, chmn	(913) 825-7161
519	✓	**Bauer Communications, Chicago**	535	335	3,534	2,214	334	167	3,000	1,947	2,762	1,904	33	10	Nancy S. Bauer, president	(312) 923-0035
520	✓	Covey & Koons, Canton, Ohio	527	439	3,516	2,925	2,088	1,722	971	639	796	472	165	167	W. Roderic Covey, president	(216) 456-7381
521	✓	**Keith Bates & Associates, Chicago**	523	417	3,301	2,489	2,155	1,838	568	168	568	168	NA	NA	Keith W. Bates, president	(312) 263-5820
522		DIVERSA Advertising, Kent, Ohio	513	421	3,413	2,801	2,701	2,148	442	400	259	213	139	150	Eugene F. Petrus, president	(216) 673-6763
523	✓	**James & Thomas, Chicago**	497	509	3,263	3,341	2,188	2,275	787	768	655	628	85	77	William J. Bloch, president	(312) 751-0520
524	✓	Hinton & Steel, Seattle	493	472	3,285	4,000	2,244	2,676	650	758	430	633	163	125	Dennis D. Hinton, president	(206) 441-3455
525		**Minturn Marketing, Fairway, Kan.**	490	915	3,300	6,100	NA	NA	NA	NA	NA	NA	NA	NA	Brian N. Minturn, president	(913) 831-3601
526		Leo J. Brennan Inc., Troy, Mich. *	490	NA	3,208	NA	2,818	NA	64	NA	64	NA	NA	NA	Leo J. Brennan, president	(313) 362-3131
527	✓	**R.F. Broadus & Associates, Atlanta ***	481	286	2,539	1,904	320	120	2,219	1,784	1,243	776	342	535	Robert F. Broadus, president	(404) 237-1503
528		Underline Inc., Dallas	474	420	3,118	2,635	2,668	2,335	200	70	200	55	NA	NA	P.A. Favri, president	(214) 747-6565
529		**Brewster Advertising, Cambridge, Mass.**	442	425	3,190	2,909	2,390	2,228	419	435	585	725	NA	NA	Donald R. Brewster, president	(617) 661-8318
530	✓	Kinzie & Green, Wausau, Wis.	440	378	2,805	2,515	1,716	1,551	830	793	385	362	209	186	Kirk E. Howard, president	(715) 845-4251
531	✓	**Phoenix Advertising, Design & Promotion, Elm Grove, Wis.**	409	251	2,658	1,617	1,677	931	573	372	387	365	187	8	Jean Radtke, ceo	(414) 785-2636
532	✓	Mullin/Ashley Associates, Chestertown, Md.	409	363	2,663	2,388	1,886	1,570	283	279	440	427	NA	NA	J. Rigby Mullen Jr., president	(301) 778-2184
533		**Hautigan Advertising, Chicago**	387	364	2,524	2,430	2,027	1,930	176	165	320	305	8	NA	William J. Hautigan, ceo, creative dir	(312) 777-0424
534	✓	Bulloch & Haggart Advertising, Colorado Springs, Colo.	384	415	2,578	2,717	1,439	1,246	987	1,267	116	304	857	934	Stephen R. Haggart, president	(719) 635-7576
535	✓	**Significs Inc., Rochester, N.Y. ***	383	343	2,426	2,207	1,047	760	673	999	673	999	NA	NA	Douglas Baker, president, creative dir	(716) 271-2622
536		Robert J. Scott Associates-Direct Mail Plus, Indianapolis *	375	214	2,501	1,421	NA	NA	NA	NA	NA	NA	NA	NA	Sandra Lee Hoffman, partner	(317) 872-4333
537	✓	**J. Ronald Gaffe Inc., Okemos, Mich.**	372	536	2,470	3,645	1,176	1,599	744	1,001	74	260	640	731	J. Ronald Gaffe, president	(517) 349-6770
538	✓	Lowell/Harrison, Rockville Centre, N.Y. *	368	326	1,516	1,350	206	82	894	867	843	821	36	46	John W. Harrison, president	(516) 536-2020
539		**MSA Advertising, Philadelphia**	360	344	3,267	3,119	1,415	1,283	1,380	1,407	949	1,091	257	131	Michael Schwartz, ceo	(215) 546-8000
540	✓	William Mills Advertising & Marketing, Atlanta	341	411	1,615	2,082	859	1,026	100	387	95	337	NA	8	William E. Mills Jr., president, chmn	(404) 261-4900
541	✓	**Creel Associates, Oak Brook, Ill.**	340	241	2,371	1,664	1,190	1,047	694	342	424	274	170	17	David R. Creel, president	(312) 990-0402
542	✓	J.W. Prendergast & Associates, New York	315	355	2,080	2,320	1,880	2,020	100	100	NA	NA	NA	NA	J.W. Prendergast, president	(212) 687-8805
543	✓	**Geoghegan/Griffiths, Cincinnati**	310	NA	2,064	NA	1,194	NA	460	NA	135	NA	299	NA	John R. Geoghegan, president	(513) 579-1800
544	✓	R.J. Hunter & Associates, Exton, Pa.	310	323	2,048	2,112	1,281	1,220	683	699	NA	NA	NA	NA	Raymond J. Hunter, president	(215) 363-0606
545	✓	**G. Duff Associates, Somerville, N.J.**	309	187	2,029	1,229	299	NA	1,553	1,117	1,365	1,037	86	20	Glee A. Duff, president	(201) 874-0500
546	✓	Felix Ruslin Direct Response, Chicago	299	154	1,975	1,014	500	334	1,425	650	NA	NA	NA	NA	Steven S. Gilbertz, president	(312) 737-7800
547		**Friedman Associates, West Orange, N.J. ***	292	314	1,862	2,030	NA	NA	1,862	2,030	1,744	1,926	37	50	Joseph Friedman, owner	(201) 325-1314
548		Barlow Murray Advertising, Syracuse, N.Y.	286	268	1,874	1,758	1,479	1,407	215	170	158	113	49	43	Holly Barlow Burns, partner	(315) 478-2154

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549	✓	**Dugan, Valva Associates, Fairfield, N.J. ***	285	98	1,118	652	1,118	652	NA	NA	NA	NA	NA	NA	Peter Dugan, chmn	(201) 227-7396
550	✓	Faber Shervey Advertising, Minneapolis	284	282	1,895	1,880	890	1,105	795	574	795	574	NA	NA	Paul Shervey, president	(612) 881-5111
551	✓	**Hicks & Associates, Coral Gables, Fla.**	264	350	1,528	2,064	423	357	862	1,352	437	761	426	591	Donald J. Hicks, president	(305) 444-7463
552		Varon & Associates, Birmingham, Mich.	257	NA	1,714	NA	NA	NA	1,714	NA	NA	NA	NA	NA	Jerry Varon, president	(313) 645-9730
553	✓	**Cowden Associates, Grand Junction, Colo.**	251	238	1,651	1,566	1,015	1,125	510	319	227	109	237	167	Elizabeth R. Cowden, proprietor	(303) 245-4676
554	✓	Burgess, Brewer, Stanyon & Payne, Portland, Maine	245	124	1,632	826	1,430	660	85	77	385	NA	5	NA	Meredith N. Strang Burgess, president	(207) 775-5227
555	✓	**Bernard Popick Associates, Atlantic City, N.J.**	239	346	1,593	2,310	1,567	2,310	4	NA	NA	NA	NA	NA	Bernard A. Popick, president	(609) 348-2600
556	✓	Mycomm Advertising, Chicago	224	NA	1,476	NA	1,327	NA	70	NA	70	NA	NA	NA	Roger Myers, co-owner, president	(312) 372-7272
557		**Jack Mathis Advertising, Libertyville, Ill.**	221	210	1,451	1,384	848	813	487	465	463	441	NA	NA	Jack Mathis, president	(312) 367-1826
558	✓	DK Group, Hillsdale, N.J.	221	NA	1,471	NA	281	NA	703	NA	NA	NA	NA	NA	Richard Knel, president	(201) 358-6100
559	✓	**Adams & Longino Advertising, Greenville, N.C.**	217	161	1,405	1,041	566	329	612	547	455	458	108	75	Charles P. Adams Jr., president	(919) 355-5566
560	✓	Admiralty Marketing & Advertising, Burlingame, Calif.	215	189	1,433	1,219	452	334	825	760	825	730	NA	NA	Charles Thomas, president	(415) 348-9377
561		**Lundmark Advertising & Design, Kansas City, Mo. ***	207	199	1,202	1,150	NA	NA	210	170	70	57	6	2	Fred Trent, president	(816) 842-5236
562	✓	Everett, Brandt & Bernauer, Kansas City, Mo.	205	216	1,323	1,391	354	383	708	730	258	286	263	261	James A. Everett, president	(816) 421-0000
563	✓	**Dennis R. Green Associates, Southfield, Mich.**	204	221	1,318	1,424	319	358	872	912	320	293	505	579	Dennis R. Green, president	(313) 540-7277
564	✓	Shafer & Associates, Northport, N.Y. *	200	NA	1,800	NA	NA	NA	1,800	NA	NA	NA	NA	NA	Rik Shafer, president	(516) 754-1750
565		**NPC & Associates, Landover, Md.**	194	178	1,288	1,187	436	367	813	820	306	NA	508	NA	Nathaniel Pope Jr., president	(301) 925-9475
566	✓	Adtech Inc., Plano, Texas *	194	140	1,213	862	200	140	558	315	455	417	NA	NA	Marc Liebman, president	(214) 578-8899
567	✓	**Holtzman & Silverman Comm., Farmington Hills, Mich.**	193	123	1,308	1,085	458	250	724	585	713	579	7	3	Jonathan Holtzman, president	(313) 851-9600
568	✓	Fraser Advertising, Atlanta	182	NA	1,228	NA	268	NA	810	NA	331	NA	450	NA	Neil L. Fraser, president	(404) 892-7060
569	✓	**L. Quillin & Associates, La Crosse, Wis.**	174	190	1,101	1,231	594	663	337	464	150	467	380	517	Lawrence J. Quillin, president	(608) 788-8292
570	✓	Creative Media Inc., East Lansing, Mich.	172	61	1,111	396	385	253	516	90	20	NA	422	82	Gary G. Naeyaert, media dir, owner	(517) 337-2355
571		**D&S Advertising, Ft. Lauderdale, Fla.**	166	132	1,109	880	534	400	500	420	NA	NA	NA	NA	Peter Dornau, president	(305) 587-6280
572		Keller Haver, New York	165	190	966	1,200	66	30	900	1,170	800	NA	50	NA	Gerald Keller, president	(212) 867-9494
573		**Cummings Group, Oklahoma City**	155	102	1,032	681	749	520	211	115	91	44	82	48	Ross W. Cummings, owner	(405) 524-9441
574		Clarke Advertising & PR, Bradenton, Fla.	147	NA	978	NA	578	NA	400	NA	NA	NA	NA	NA	Timothy J. Clarke, president	(813) 753-6047
575		**Ribnick & Associates, Houston ***	138	131	920	870	NA	NA	920	870	NA	NA	NA	NA	Gloria Ribnick, president, ceo	(713) 952-3089
576	✓	High Plains Advertising, Dodge City, Kan.	132	81	365	235	90	53	246	154	139	52	107	101	Joe Berkely, president	[illegible]6) 227-7171
577	✓	**Andy Ulrich Advertising, Palatine, Ill.**	122	65	720	380	NA	NA	720	380	NA	NA	720	380	Andy Ulrich, president	(312) 991-9500
578		Mills Marketing, Los Angeles	122	97	775	610	200	161	375	250	275	200	NA	NA	Ezra Millstein, president, creative dir	(213) 223-1178
579	✓	**Arnold & Underwood, San Francisco ***	120	80	804	536	NA	NA	NA	NA	145	168	60	NA	Maxwell Arnold, owner, creative dir	(415) 781-0530
580	✓	Breakstone & Hughes, Greenwich, Conn.	111	95	688	604	680	600	3	NA	61	30	1	16	Elaine Breakstone, president	(203) 622-0388
581	✓	**Shea & Ziegler, Darien, Conn.**	110	94	741	615	517	445	156	109	156	97	NA	NA	Michael S. Ziegler, president	(203) 655-9100
582		Eric Holch/Advertising, New Canaan, Conn. *	106	101	550	525	NA	NA	400	400	400	400	NA	NA	Eric Holch, president	(203) 966-7347
583	✓	**Marketing Lab, Danbury, Conn.**	106	83	869	712	490	421	216	132	216	132	NA	NA	Allen F. Flouton, president	(203) 790-7939
584	✓	Concepts & Strategies, Westport, Conn.	105	96	663	638	440	638	NA	NA	NA	NA	NA	NA	Gladys Lindner, owner	(203) 227-4903
585		**N. Armstrong Advertising Agency, Lubbock, Texas**	96	86	629	560	203	154	362	343	127	97	227	238	Nelda Armstrong, owner	(806) 794-0715
586	✓	Valiquette & Shamon, Burlington, Vt.	94	NA	599	NA	439	NA	79	NA	74	NA	5	NA	Stephen M. Valiquette, president	(802) 658-4249
587	✓	**Communication Plus Advertising/PR, Richardson, Texas**	64	83	363	519	237	352	109	125	109	123	NA	2	Ed Fries, managing ptnr, ceo	(214) 783-8543
588		Sweet Advertising Agency, Mt. Morris, Ill. *	54	48	350	310	NA	NA	300	270	NA	NA	NA	NA	Virginia A. Grek, owner	(815) 734-6520

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Admarketing Inc.	34
Admiralty Marketing & Advertising	560
Ad-Pro Inc.	510
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Arnold & Underwood	579
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NW Ayer	15
Babbit & Reiman Advertising	182
Backer Spielvogel Bates Worldwide	3
Bader Rutter & Associates	152
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Barker Campbell & Farley	253
Barlow Murray Advertising	548
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Baron & Zaretsky	310
Keith Bates & Associates	521
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Benito Advertising	168
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Berenson, Isham & Partners	319
Berenter Greenhouse & Webster	165
Shelly Berman Communicators	219
Bernstein-Rein Advertising	132
BHN Advertising & PR	282
William R. Biggs/Gilmore Associates	145
Birdsall-Voss & Associates	424
Blair Advertising	249
Blaisdell & Westlie	289
Barry Blau & Partners	110
Bloom Companies	53
Advertising, Boelter & Lincoln	406
Bonneville Media Communications	323
Borders, Perrin & Norrander	170
Earle Bower Associates	511
Bozell, Jacobs, Kenyon & Eckhardt	16
Bradford Advertising	491
Brady Co.	269
Breakstone & Hughes	580
Leo J. Brennan Inc.	526
Brewster Advertising	529
R.F. Broadus & Associates	527
Brouillard Communications	114
Earle Palmer Brown Cos.	36
E.H. Brown Advertising Agency	324
Broyles Garamella Fitzgerald & Czysz	443
Bulloch & Haggart Advertising	534
Buntin Advertising	181
Burgess, Brewer, Stanyon & Payne	554
Leo Burnett Co.	12
Burrell Advertising	115
Lawrence Butner Advertising Agency	255
Buyer Advertising	352
Cabot Communications	82
Campbell-Mithun-Esty	20
Campbell & Wagman	161
Caravetta Allen Kimbrough	388
Carmichael Lynch	109
Carrafiello-Diehl & Associates	121
Carter Callahan Advertising & PR	478
Cascino & Purcell	462
Cato Johnson/Y&R	154
CCG/TCA	69

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Alphabetical index to agency rankings

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Agency	Rank
CDHM Advertising	358
Chapman Stone & Adler	90
Charnas Inc	279
Chiat Day	26
Christopher Thomas MullerJordanWeiss	126
Clarity Coverdale Rueff Advertising	290
Clarke Advertising & PR	574
George P. Clarke Advertising	448
Clarke Goward Fitts Matteson	330
Cohen Johnson	251
Cole Henderson Drake	328
Cole & Weber	96
Colle & McVoy	146
Communication & Design Agency	390
Communication Plus Advertising PR	587
Concepts & Strategies	584
Conill Advertising	192
William Cook Advertising	105
Frank J. Corbett Inc	118
Cosmopulos, Crowley & Daly	257
Covey & Koons	520
Cowden Associates	553
CPA Inc	329
Cramer-Krasselt Co	81
Cranford Johnson Robinson Associates	237
Creative Media Inc	570
Creel Associates	541
Creswell, Munsell, Fultz & Zirbel	94
CTS Associates	512
Cummings Group	573
Dahlin Smith White	259
Dailey & Associates	58
D'Arcy Masius Benton & Bowles	11
Davidoff & Partners	331
Davis, Ball, Colombatto Advertising	71
Daymark Inc	463
DCA Advertising	116
DDB Needham Worldwide	13
Decker Rickard	231
Delfino Marketing Communications	464
Della Femina, McNamee WCRS	24
David Deutsch Associates	135
Devon Direct Marketing & Advertising	142
DFK Advertising	516
Dickison & Rakaseder	420
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DIVERSA Advertising	522
DK Group	558
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Doe-Anderson Advertising	228
W.B. Doner & Co	33
Doremus & Co	44
Dorland & Sweeney	273
Dorritie & Lyons	149
D P L Advertising	471
Drackett & Lavidge	413
Drossman Lehmann Marino	316
D&S Advertising	571
Dudnyk Co	260
Dudreck DePaul Ficco & Morgan	335
G. Duff Associates	545
Duffy & Shanley	303
Dugan Farley Communications Associates	148
Dugan, Valva Associates	549
Duke Unlimited	494
Eisaman, Johns & Laws	70
Eisner & Associates	177
Elgin Syferd Advertising	188
Elkman Advertising	136
Emerson Marketing Agency	444
Emerson Lane Fortuna	254
John Emmerling Inc	306
Ephron, Raboy & Tsao Advertising	208
Epsilon	122
Ericksen/Basloe Advertising	434
Eric Ericson & Associates	190
Estey-Hoover	402
Evans Communications	54
Everett, Brandt & Bernauer	562
Faber Shervey Advertising	550
Fahlgren & Swink	60
Fallon McElligott	68
FCB-Publicis	5
Felix Ruslin Direct Response	546
Thomas G. Ferguson Associates	66
Fern/Hanaway	343
Fessel, Siegfriedt & Moeller Advertising	363
Firestone & Associates	301
Fitzgerald & Co	321
FitzSimons Advertising & PR	507
Fogarty & Klein	191
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Forsythe Marcelli Johnson Advertising	315
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Albert Frank-Guenther Law	137
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Furman, Roth Advertising	418
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Gerber Advertising Agency	294
Giardini Russell	212
Gilbert, Whitney & Johns	244
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Goldberg Marchesano & Associates	243
Goldfarb Hoff & Co	276
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Greenwald Christian Advertising	355
Gregory Inc	384
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Halier Schwarz	477
Hallmark Advertising	312
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Harris & West Advertising	298
Haselow & Associates	376
Hautigan Advertising	533
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Hicks & Associates	551
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Bernard Hodes Group	39
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Homer & Durham Advertising	240
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Hughes Advertising	318
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Hume Sindelar & Associates	357
Humphrey, Herbert & Alber	435
R.J. Hunter & Associates	544
Huntsinger & Jeffer	337
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Ingalls, Quinn & Johnson	72
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Jason Group	437
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Karsh & Hagan	307
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Keller-Crescent Co	55
Keller Haver	572
Kerker & Associates	252
Keroff & Rosenberg Advertising	218
Kert Advertising	265
Ketchum Communications	19
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Kinzie & Green	530
KK&M Advertising	304
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Kobs & Draft Advertising	47
Kocs, Wesson & Associates	496
Kolesar & Hartwell	264
Kolon, Bittker & Desmond	194
Kopf & Isaacson Advertising	468
Kresser, Craig/D.I.K	173
Lally, McFarland & Pantello	171
Landers & Partners	460
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Robert LaPointe & Co. Advertising & PR	436
Lardis, McCurdy & Co	509
Larkin, Meeder & Schweidel	268
Larson Colby Koralek	386
Lauerer Markin Gibbs	193
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Laven, Fuller & Perkins Advertising	438
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Al Paul Lefton	95
Lempert Co	235
Leonard Monahan Lubars & Partners	209
Leslie Advertising	227
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Levy, King & White Cos	151
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Loeffler Ketchum Mountjoy	392
Lohman Organization	373
Lohmeyer Simpson Communications	221
Lois Pitts Gershon Pon/GGK	84
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Lowell Harrison	538
Lowe Marschalk	29
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Mallof, Abruzino & Nash Marketing	466
Malone Advertising	176
MARC Advertising	140
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Martin Agency	65
Martin Marshall Jaccoma Mitchell	138
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Martz & Associates	425
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McAdams, Richman & Ong	141
William Douglas McAdams Inc	76
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McCaffrey & McCall	32
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McDougall Associates	313
McFarland Group	367
McKee Advertising	455
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William Mills Advertising & Marketing	540
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Mullin Ashley Associates	532
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Newmark, Posner & Mitchell	195
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Poindexter Associates	495
Point Communications	442
Pool Sarraille Advertising	365
Bernard Popick Associates	555
Poppe Tyson	79
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Publicidad Siboney	271
Publicis Inc	308
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QML Communications	497
Qually & Co	450
L. Quillin & Associates	569
Rainoldi Kerzner & Radcliffe	394
Rapp Collins Marcoa	51
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Rhea & Kaiser Advertising	300
Ribnick & Associates	575
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Richardson, Myers & Donofrio	131
Richardson, Thomas & Bushman	458
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Rumrill-Hoyt	97
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Sader & Associates	514
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Sawyer Riley Compton	248
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Peter Scannell Inc.	447
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Schenkein Inc.	342
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Schroeder Advertising	459
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SGM & Co.	400
Shafer & Associates	564
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Shaw & Landey	199
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Smith Burke & Azzam	215
Smith Greenland	162
J. Richard Smith Ltd	144
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Smith Lask Associates	470
Smith & Yehle	456
Soghigian & Macuga Advertising	266
Solin Associates	361
Sommer Inc	356
Spencer Bennett Nowak	320
Franklin Spier Inc	236
Edgar S. Spizel Advertising & PR	407
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Stephan & Brady	299
Stern Advertising	230
Stern Walters Partners	203
Stevens Kirkland Kreer	488
Stiegler, Wells & Brunswick	345
Stimpson-Clarke Advertising	416
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Stone & Simons Advertising	211
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Sullivan & Brownell	506
Sullivan Higdon & Sink	258
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Sweet Advertising Agency	588
Symon & Hilliard	473
Tarlow Advertising	178
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TBWA Advertising	21
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Thielen & Associates	432
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Three Arts	453
Topin & Associates	430
Topline Design	499
Towne Silverstein & Rotter	89
Townsend Agency	340
Tracy-Locke	27
Trahan, Burden & Charles	222
Tri-State Advertising Co	454
Tromson Monroe Advertising	247
Tucker Wayne Luckie & Co	67
Tycer Fultz Bellack	217
Andy Ulrich Advertising	577
Umphenour Martin Lonsdorf	353
Underline Inc.	528
Unispond Inc.	119
Valentine-Radford	112
Valiquette & Shamon	586
Van Brunt & Co. Advertising	277
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Venet Cos	85
Vickers & Benson/FKB	200
Vicom/FCB	92
John Volk Co	383
Waldbillig & Besteman	283
Wardrop Murtaugh Temple	377
Waring & LaRosa	157
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Warren Anderson Advertising & PR	389
Warren/Kremer Advertising	261
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S.J. Weinstein Associates	339
Weiser Group	399
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Wendt Advertising	396
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Roger White Advertising	486
Edwin Bird Wilson Inc.	179
Windermere Communications	305
Winius-Brandon Advertising	201
Winterkorn Lillis	368
Don Wise & Co.	504
Wolf Blumberg Krody	242
Wolkcas Advertising	423
Wooding Housley DiLeo	446
Wunderman Worldwide	25
Wyble Advertising	439
Wyse Advertising	74
Yaffe & Co.	286
Richard Yeager Associates	481
Yellow Pages Marketing Services	159
Young & Rubicam	1
Zechman & Associates Advertising	272
Zubi Advertising Services	433
Zylke & Associates	325

Top 100 in 45th agency report

These industry leaders generated $9.85 billion in worldwide gross income, up 13.6% from their 1987 composite

RANK
30
AC&R Advertising
New York
GROSS INCOME $ 44 MILLION

Income & volume
($ in millions)

■ U.S.	1988	1987	% chg
Gross income	44.2	45.3	(2.4)
Volume	955.6	[illegible]	(2.9)
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	864.8	[illegible]	(5.6)
Materials & services	61.7	47.1	31.0
Capitalized fees	[illegible]	38.4	(24.1)

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	64.7	[illegible]	(4.5)
Consumer magazine	59.4	62.1	(4.3)
Sunday magazines	0.4	0.5	(4.4)
Business publications	5.5	5.7	(4.3)
Medical journals	3.8	9	(4.3)
Free-standing inserts	6.2	[illegible]	(18.0)
Outdoor	2.9	2.1	36.5
Spot TV	96.9	90.6	6.9
Network TV	18.2	29.9	(39.0)
Radio	14.0	17.1	(18.2)
Direct response	0.9	1.1	(18.2)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	469	562	(16.5)
Offices	6	6	NA

1988 billings by major office

■ Office, City	Billings
AC&R Advertising, New York	764.8
AC&R Advertising, Ft. Lauderdale, Fla.	7.9
AC&R Advertising, Miami	7.7
AC&R Advertising, Irvine, Calif.	79.8
AC&R Advertising, San Francisco	7.5
AC&R Advertising, San Diego	6.0

Annual Review

This joint agency of AC&R Advertising and Cochrane Chase Livingston had a combined total billings decrease of 2.9%. Major new business came from Austin Rover of North America ($30 million annualized), Fosters Lager Beer ($25 million) and Regency Cruises ($3 million) along with increased spending from Estee Lauder, Footlocker and Tri-Star. But gains could not outweigh losses from the departing Kinney Shoe Corp. ($13.5 million annualized), NBC Entertainment ($25 million), Paramount Pictures ($7 million) and Matchbox USA ($12 million). The agency projects a 5% increase in billings for 1989. AC&R, the renamed shop that existed in 1987 as AC&R/DHB & Bess (a combo of various Backer Spielvogel Bates units), bought CCL from Saatchi & Saatchi Worldwide to form an independent agency within Saatchi & Saatchi PLC that is connected with neither BSB or S&SW. In the merger, the three CCL West Coast offices were merged into AC&R's three California offices.

U.S. Accounts

Gained: Sterling; Esther Williams; Fosters Lager; Regency Cruises; Sunline Cruises; UCI Stanford Medical Center; Signal Landmark Properties; Microgone.

Lost: Paramount; Beefeater Gin; NBC; Lorimar Telepictures; Zayre; DeLaurentiis Entertainment Group; Vestron; Buffman.

Officers

Stephen Rose, ceo, chmn-exec committee, AC&R; Henry Weintraub, chmn-AC&R; Alvin Chereskin, vice chmn-AC&R; Martin Mitchell, Sheldon Marks, vice chmns-exec comm, AC&R; Louis Miano, vice chmn-creative svcs, AC&R; Harry Koenig, vice chmn-cfo, AC&R; Patrick King, president-AC&R, chmn-ceo, AC&R/CCL; Morton Weinstein, exec vp, dir-mktg svcs, AC&R; R. Lynn Livingston, president, coo-AC&R/CCL; Frank Addis, exec vp-AC&R/CCL.

Phone: (212) 696-3900.

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 6.*

RANK
34
Admarketing Inc.
Los Angeles
GROSS INCOME $ 40 MILLION

Income & volume
($ in millions)

■ U.S.	1988	1987	% chg
Gross income	40.4	36.0	12.2
Volume	224.5	201.0	11.7
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	220.0	197.8	11.2
Materials & services	4.5	3.2	40.6
Capitalized fees	0.0	NA	NA

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	3.2	7.6	(57.9)
Consumer magazine	1.0	3.8	(73.7)
Free-standing inserts	0.6	1.9	(68.4)
Outdoor	0.4	1.9	(78.9)
Point of sale	2.1	3.7	(43.2)
Spot TV	166.0	148.2	12.0
Network TV	1.1	0.0	NA
Cable TV	1.7	0.0	NA
Radio	23.1	13.8	67.4
Direct response	18.8	15.0	25.3
Other	2.0	1.9	5.3

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	138	135	2.2
Offices	1	1	NA

Annual Review

Projections for 1989 call for breaking the $250 million mark in billings based on an expected 13% growth from current accounts, not including any new business acquired. An 11.7% billings increase was reported for 1988 from existing clients Circuit City Stores, C&R Clothiers and Superior Brands, and new business from Clothestime, Home Depot and Osco Drug. Lost business of $500,000 came from accounts all resigned.

U.S. Accounts

Gained: Clothestime; Daihatsu; Home Depot; Music Plus; Osco Drugs; Pioneer Take-Out; Pogen Cookies.

Lost: Daihatsu; Home Club; MGM Grand Air.

Officers

Jack Roth, president-ceo; Robert Recht, chmn; Robert Roth, treasurer; Martin Cagan, exec vp; Denis Kalscheur, exec vp-cfo; Howie Krakow, exec vp-creative dir; George Abdell, Arlynn Whittaker, Frank Farrell, sr vps-acct supers; Patricia Gleason, vp-natl media dir; Larry Mandel, vp, dir-media, Calif.

Phone: (213) 203-8400.

RANK
38
Ally & Gargano
New York
GROSS INCOME $ 34 MILLION

Income & volume
($ in millions)

■ U.S.	1988	1987	% chg
Gross income	34.4	37.2	(7.6)
Volume	295.2	316.7	(6.8)
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	250.9	286.0	(12.3)
Materials & services	17.9	18.3	(2.1)
Capitalized fees	26.4	12.5	112.3

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	13.0	17.0	(23.5)
Consumer magazine	61.5	64.5	(4.7)
Outdoor	25.5	24.0	6.3
Transit	3.5	4.0	(12.5)
Point of sale	0.2	0.5	(60.0)
Spot TV	71.0	82.7	(14.1)
Network TV	74.0	76.5	(3.3)
Cable TV	8.5	7.0	21.4
Radio	5.5	4.8	14.6
Direct response	4.5	4.0	12.5
Other	0.5	1.0	(50.0)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	220	255	(13.7)
Offices	2	2	NA

Annual Review

A 6.8% drop in billings in 1988 resulted from $315 million in lost business including Saab Car ($20 million) and Ecotrin ($6 million) as well as a decrease in spending from the Maxithin account as that category concentrated more on promotion. A 10% or more increase is predicted for this year from new business including Eversoft Lotion ($10 million annualized) and Mott's Fruit Packs ($8 million annualized); and growth from direct response, a new assignment from Weight Watchers and the introduction of Icy Vodka.

U.S. Accounts

Gained: Jergens; Brown Forman; Cadbury Schweppes; Tambrands; Ralston Purina; Pfizer.

Lost: Saab Scania; SmithKline Consumer Prods; Fieldcrest Cannon.

Officers

William Luceno, ceo; Amil Gargano, chmn; William Bishop, president; Mike Tesch, exec vp, dir-creative svcs; Warren Dechter, exec vp, dir-client svcs; Dawn Sibley, exec vp, dir-media svcs.

Phone: (212) 688-5300.

RANK
43
Ammirati & Puris
New York
GROSS INCOME $ 28 MILLION ✓

Income & volume
($ in millions)

■ U.S.	1988	1987	% chg
Gross income	28.0	25.5	9.8
Volume	210.0	170.0	23.5

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	25.2	15.3	64.7
Consumer magazine	56.7	39.1	45.0
Sunday magazines	2.1	0.0	NA
Business publications	2.1	1.7	23.5
Outdoor	4.2	1.7	147.1
Spot TV	42.0	47.6	(11.8)
Network TV	65.1	57.8	12.6
Cable TV	6.3	5.1	23.5
Radio	6.3	1.7	270.6

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	260	245	6.1
Offices	7	7	NA

Annual Review

The agency experienced a 23.5% increase in billings in 1988, largely from new account gains, including Thomson Consumer Electronics ($15-$20 million), Next Inc., which is Stephen Job's new computer company (introductory budget estimated at $25 million), Melitta USA coffee ($8 million). Ammirati & Puris completed its first year under ownership of Boase Massimi Pollitt Partnership, the expanding London-based agency group which also bought into Goodby, Berlin & Silverstein, San Francisco.

U.S. Accounts

Gained: Aetna Life & Casualty; Melitta USA; NEXT Inc.; Thomson Consumer Electronics; Household Fragrances.

Lost: Brown Forman Corp.

Officers

Ralph Ammirati, chmn-creative dir; Martin Puris, ceo, co-chmn; Edward H. Vick, president-chief operating officer; Phil Palazzo, sr vp-cfo.

Phone: (212) 206-0500.

RANK
83
Avrett, Free & Ginsberg
New York
GROSS INCOME: $ 13 MILLION

Income & volume
($ in millions)

■ U.S.	1988	1987	% chg
Gross income	13.3	10.8	23.6
Volume	112.0	90.2	24.1
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	72.2	59.2	22.0
Materials & services	16.7	13.0	28.0
Capitalized fees	23.2	18.0	28.3

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	2.9	2.4	22.0
Consumer magazine	7.9	5.9	34.2
Spot TV	3.2	2.4	37.2
Cable TV	54.5	46.7	16.6
Radio	3.6	1.8	103.4

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	70	60	16.7
Offices	1	1	NA

Annual Review

A 24.1% increase in billings resulted from a large list of new business, including James Charles Stewart ($4.2 million annualized) and Enterprise car rental ($2.5 million) both acquired in the second half of 1988. Growth from existing clients particularly came from Ralston Purina and Bausch & Lomb. A 20% boost is forecast for 1989 billings.

U.S. Accounts

Gained: Bausch & Lomb; Enterprise car rental; Pfizer; Ralston Purina; James Charles Stewart Real Estate; Vintners Intl.

Lost: Eveready.

Officers

Jack Avrett, chmn; Marcella Free, co-chmn; Frank Ginsberg, president-creative dir; Donald Bandman, Lawrence Riegel, exec vps-mgmt supers; Jose Abarquez, sr vp-finance; Stuart Cowan, Tom James, sr vps-mgmt supers; John Ansado, Manny DeMagistris, Philip Davidson, Gunar Skillins, Karen Salmansohn, Gus Pitsikoulis, sr vps-assoc creative dirs; Lynne Kluger, sr vp-exec TV prod; Betsy Rosenblum, vp-sr TV prod; Edward Weiner, sr vp-media dir; Gary Cunningham, vp-print prod mgr; Eleanor Holtzman, rsch dir; Cherie Dunn, office mgr.

Phone: (212) 832-3800.

RANK
15
N W Ayer
New York
GROSS INCOME: $ 185 MILLION

Income & volume
($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	185.2	166.1	11.5
Volume	1,347.7	1,217.8	10.7
■ U.S.	**1988**	**1987**	**% chg**
Gross income	127.8	116.2	10.0
Volume	946.7	878.0	7.8
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	817.1	764.4	6.9
Materials & services	129.6	113.7	14.0
Capitalized fees	0.0	NA	NA

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	43.7	70.4	(38.0)
Consumer magazine	103.6	117.6	(11.9)
Sunday magazines	3.7	6.2	(40.6)
Business publications	8.7	15.4	(43.6)
Outdoor	4.7	4.5	3.6
Spot TV	105.9	93.6	13.2
Network TV	320.4	292.9	9.4
Radio	47.1	37.1	26.8
Direct response	40.1	25.6	56.8
Special events	67.8	24.7	174.6
Other	0.1	0.9	(90.3)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	1,337	1,206	10.9
Offices	7	4	75.0

Readers' guide to agency profiles

RANK
3
Pretty Good Agency
New York
GROSS INCOME $ 605.8 MILLION

Income & volume
($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	605.8	600.7	0.8
Volume	4,677.9	4,068.7	15.0
■ U.S.	**1988**	**1987**	**% chg**
Gross income	282.7	261.6	8.1
Volume	1,964.2	1,808.0	8.6
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	1,364.2	1,268.0	7.6
Materials & services	100.0	90	11.1
Capitalized fees	500.0	450	11.1

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	74.4	NA	NA
Consumer magazine	109.1	0.0	NA
Outdoor	11.9	0.0	NA
Spot TV	450.5	NA	NA
Network TV	750.0	NA	NA
Cable TV	24.8	0.0	NA
Radio	89.3	0.0	NA

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	6,739	6,580	2.4
Offices	40	35	14.3
■ U.S.	**1988**	**1987**	**% chg**
Employees	1,322	1,282	3.1
Offices	5	4	25.0

1988 billings by major office

■ Office, City	Billings
PGA, New York	900.0
PGA, Chicago	800.0
PGA Direct, Detroit	150.0
Pretty Good II, Rochester	57.2
Pretty Good Entertainment, Atlanta	57.0

Pretty Good Agency, headquartered in New York, may have answered a questionnaire sent to it by AD AGE in late December. If the editors had not heard from Pretty Good by the questionnaire filing deadline in late January, a second mailing was send. If there was still no response and Pretty Good had gross income of $5 million or more in the prior year, the agency was telephoned for a response.

(✓) This character in the boxtop means an independent accountant verified the figures supplied by Pretty Good. See Page 6 for more information.

■ **U.S. volume stats:** This segment shows the sources of Pretty Good's compensation—commissionable media, materials and services and capitalized fees. The breakdown is provided in dollars ($000,000).

■ **Gross income:** Pretty Good and other agencies are ranked by worldwide gross income, which gives a better indication of their size than billings. Gross income generally is the sum of three sources: A percentage markup (15% or less) from media buys; a 17.65% markup for materials and services billed the client, and the fee charged the client.

■ **Billings:** Billings are short for "capitalized billings," which are the sum of three types of agency activity: Total commissionable billings for ad space and time; gross billings to clients for materials like artwork, research and so on for services when supplied or performed by organizations other than the agency, and capitalized fees. Fees are capitalized by multiplying fees by 6.67. This makes an equivalent of fee income and commissions from media billings by treating fees as if they were a media commission. The 6.67 multiplier is the quotient of 100 divided by 15 (the media commission).

■ **Billings by media:** This section basically is a breakdown of the commissionable media total reported under U.S. volume stats. Media bought on a fee basis is included in the media breakout as well. Indeed, Pretty Good's media breakout totaled $1.5 billion, which is $146 million more than it reported for commissionable media. Also Pretty Good did not report media in 1987, so no percentage increases were available. AA encouraged more complete media data in 1988, and Pretty Good cooperated.

■ **1988 billings by major office:** Most office billings breakouts were supplied by agencies. Where they did not respond, agencies were asked to confirm AD AGE estimates based on published reports on individual markets and other criteria. For the most part, those who did not provide the necessary information responded to the estimates.

Annual Review

During Ayer's 120th year in business, its U.S. billings rose 7.8% and worldwide billings rose 10.7%. Ayer International billings' growth of 18% was weighted by the acquisition of the European business of Spain's SEAT auto manufacturer ($90 million annualized billings), and by Gillette's assignment of its $25 million in business to Ayer's European network. In Europe, it raised its stake in Ayer Barker, London, to 25% and reported plans to boost that to 50% within the next two years. The agency sold Direct Marketing Co., its Connecticut subsidiary, and opened three offices in Dallas, Houston and Atlanta respectively. The agency's Atlanta office services Ayer's $200 million Burger King account, while the Dallas unit oversees the $55 million J.C. Penney business.

U.S. Accounts

Gained: Houston Society for Performing Arts, Daniel Freeman Hospitals, UCLA Football.

Lost: Dunlop Slazenger, McKesson Corp., 12 brands, The Rice Council.

Foreign Accounts

Gained: SEAT (VW), DuPont Corian, Burger King.

Lost: The agency did not report foreign accounts lost.

Officers

Louis T. Hagopian, chmn & ceo; Jerry J. Siano, chmn, ceo-USA; Warren L. Albright, David Gantman, Charles W. Medding, Dominick F. Rossi Jr., exec vps, managing dirs-acct svcs; Patrick J. Cunningham, exec vp, chief creative officer-USA; Keith B. Gould, Arthur W. Meranus, John F. Walsh, exec vps, mng dirs-creative svcs; Jerry N. Jordan, exec vp, mng dir-admin & devel; Stanley B. Mattison, exec vp, mng dir-admin svcs; Thomas F. Maxey, exec vp, president-intl; David H. Means, exec vp, mng dir-natl operations; Fred I. Posner, exec vp, mng dir-mktg planning & resources; Theodore M. Regan Jr., exec vp, mng dir-creative-intl; Marcella Rosen, exec vp, dir-media svcs.

Phone: (212) 708-5000.

RANK

3

Backer Spielvogel Bates Worldwide

New York

GROSS INCOME **$ 690** MILLION

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	689.8	600.7	14.8
Volume	4,677.9	4,068.7	15.0
■ U.S.	**1988**	**1987**	**% chg**
Gross income	282.7	261.6	8.1
Volume	1,964.2	1,808.0	8.6
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	1,964.2	1,808.0	8.6
Materials & services	0.0	NA	NA
Capitalized fees	0.0	NA	NA

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	74.4	NA	NA
Consumer magazine	109.1	0.0	NA
Outdoor	11.9	0.0	NA
Spot TV	236.1	NA	NA
Network TV	545.6	NA	NA
Cable TV	24.8	0.0	NA
Radio	89.3	0.0	NA

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	6,739	6,580	2.4
Offices	140	118	18.6
■ U.S.	**1988**	**1987**	**% chg**
Employees	1,322	1,282	3.1
Offices	17	16	6.3

1988 billings by major office

■ Office, City	Billings
Backer Spielvogel Bates, New York	1,000.0
Campbell-Mithun-Esty, Chicago	154.1
Campbell-Mithun-Esty, New York	180.0
Campbell-Mithun-Esty, Minneapolis	299.0
Campbell-Mithun-Esty, Detroit	150.0
Conill Advertising, Los Angeles	2.4
Conill Advertising, New York	34.6
Custom Event Marketing, New York	NA
Jamison & Leary, New York	NA
Kobs & Draft, San Francisco	4.5
Kobs & Draft, New York	55.4
Kobs & Draft, Chicago	30.5

Annual Review

Worldwide billings for 1988 were up a notable 15% with the stronger contributor being the overseas side, up 22. The agency credits both strong new business and growing existing business to the increase, reporting no lost business. A 12% increase in worldwide billings mainly from expanding facilities overseas is forecast for 1989. BSB is currently a leading agency in Europe and the outlook is optimistic as 1992 nears, which should bring a lot of new business activity.

U.S. Accounts

Gained: Burroughs Wellcome; CPC Intl; Hyundai Motor America; Scripto-Tokai; Northern Telecom.

Lost: None.

Foreign Accounts

Gained: Peru—3M, Richardson-Vicks. Nigeria—Reckitt & Colman, Nestle World Trade, British Airways. London—3M, Austin Rover, Cadburys. Australia—N.S.W. Government, Waterford Wedgewood. Argentina—Makro. Korea—Konica Corp. Japan—Dakin Japan, Nikko Shoji. Singapore—Luxaflex. Kuala Lumpur—Shakey's Pizza, British Airways. Brazil—Banco Crefisul. Venezuela—Pillsbury de Vzla, Merck Sharp & Dohme, Upjohn Laboratories, Parke Davis Laboratories, Warner Lambert. France—Austin Rover, Jacob Delafon (Kohler), Pizza Hut, 3M. Belgium—Sotheby's, Asatsu. Portugal—Austin Rover, Merrill, Uniroyal. Holland—Bic, BAT. Canada—London Fog, Carling O'Keefe, Dole Packaged Foods, Hyundai, Fisher Price, Canada Dry, C.A.A. Mexico—Eveready de Mexico, Casa Cuervo. Indonesia—P.T. Philips Ralin. Hong Kong—Carlton & United Brewery, Edward Keller Ltd. New Zealand—Glasco Laboratories. Austria—Catholic Church, Daimler-Benz. Germany—Austin Rover, Jever & Jever Light, Ciba Vision GmbH, Northern Telecom. Italy—Canguro, Walt Disney. Spain—Austin Rover, Mantequeria Arias, Sanyo. Denmark—Vingarden, Epson. Greece—Omega S.A., Uniroyal GmbH. Colombia—Lab. Brystol Farmaceutica, Exxon (Intercor).

Lost: Nigeria—Johnson's Wax. London—Imperial Tobacco, Harp. Australia—D.H.L. Argentina—Sevel. Korea—Pasteur Dairy. Japan—Malaysian Airline System. Singapore—Hotel Plaza. Kuala Lumpur—CPC, DHL. France—Well. Belgium—DHL, Inno, Hyundai. Portugal—Mocar. Holland—Fisher Price, BASF. Canada—Scholl-Plough Canada, Kohler, Hitachi. New Zealand—NZI Bank Ltd. Austria—Nixdorf, Merkur. Germany—Matchbox, Henninger. Italy—Serono. Spain—California, Warner Lambert. Denmark—Citroen.

Officers

Carl Spielvogel, chmn & ceo-Worldwide; William Backer, president, exec creative dir-Worldwide; John N. Citron, exec vp-finance & admin; Kenneth R. Rogers, exec vp, multi-natl mng dir-Worldwide; Judy Torello, vp, dir-corp comm, Worldwide; G. Robert Holmen, chmn & ceo-NY; Robert H. Lenz, president-NY; Stephen M. Leff, vice chmn, dir-media & admin svcs, NY; Charles Breen, Nicholas Gisonde, exec vps, co-creative dirs, NY; Mel Epstein, exec vp-finance & admin, NY; Randolph Lindel, exec vp-coo, NY; Anne Melanson, exec vp, dir-human resources, NY; Jeffrey F. Palmer, exec vp, dir-devel, NY; Dean Scaros, exec vp, dir-acct mgmt, NY; Jay Schoenfeld, exec vp, dir-media, NY; Jacqueline Silver, exec vp, dir-rsch svcs & strategic planning, NY; E. Michael Roche, exec vp, genl mgr-western region; William Young, sr vp-genl mgr, L.A.; Raymond S. Caruso, exec vp-Ohio.

Phone: (212) 297-7000.

RANK

86

Bayer Bess Vanderwarker

Chicago

GROSS INCOME **$13** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	13.0	10.0	30.3
Volume	84.9	64.8	31.0
■ U.S. volume stats	**[illegible]**	**1987**	**% chg**
Media	66.7	52.9	26.2
Materials & services	11.1	9.9	12.1
Capitalized fees	7.0	2.0	251.2

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	1.0	1.0	6.8
Consumer magazine	9.2	5.5	67.4
Free-standing inserts	0.2	0.3	(7.1)
Spot TV	7.5	6.2	21.0
Network TV	45.2	37.6	20.2
Cable TV	1.2	0.8	43.1
Radio	2.4	1.5	54.7

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	150	106	41.5
Offices	1	1	NA

Annual Review

The agency's first year under independent ownership was a successful one as billings were boosted 31%. Starting out as an in-house agency for Quaker Oats and then as a subsidiary of Backer & Spielvogel, Bayer Bess has worked its way into the top 100 for the first time. It continues to handle large amounts of Quaker's business but has gained an impressive list of other large accounts as well. The agency had a 42% increase in employees and added another floor to its office space as a result of continued account acquisitions.

U.S. Accounts

Gained: Ameritech; Kemper Natl Property & Casualty Insurance Cos.; Kemper Sports Mgmt; St. Paul Federal Bank For Savings; Grisanti's Italian restaurants; Quaker Oats Co., new prods.

Lost: None.

Officers

Gary Bayer, chmn & ceo; Ron Bess, president-coo; Tony Vanderwarker, vice chmn-chief creative officer.

Phone: (312) 861-3800.

RANK

7

BBDO Worldwide

New York

GROSS INCOME **$ 586** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	585.9	549.7	6.6
Volume	4,051.2	3,752.6	8.0
■ U.S.	**1988**	**1987**	**% chg**
Gross income	340.5	331.4	2.8
Volume	2,414.3	2,244.7	7.6
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	1,634.2	1,436.7	13.8
Materials & services	297.1	242.3	22.6
Capitalized fees	483.0	565.8	(14.6)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	194.7	209.3	(7.0)
Consumer magazine	182.4	205.4	(11.2)
Sunday magazines	2.4	2.6	(10.5)
Business publications	62.8	66.9	(6.1)
Medical journals	47.8	38.4	24.3
Farm publications	10.0	0.5	1,900.0
Free-standing inserts	17.0	13.9	22.2
Outdoor	16.4	18.5	(11.2)
Transit	0.4	0.4	(6.0)
Point of sale	10.0	8.0	24.3
Spot TV	411.9	395.2	4.2
Network TV	403.7	319.5	26.4
Cable TV	22.2	25.2	(11.8)
Syndicated TV	4.2	0.0	NA
Radio	127.5	122.3	4.2
Direct response	141.3	77.9	81.5
Sales promotion	12.0	0.0	NA
Special events	22.8	0.0	NA
Other	13.6	14.5	(6.5)

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	5,497	5,242	4.9
Offices	203	177	14.7
■ U.S.	**1988**	**1987**	**% chg**
Employees	3,598	3,512	2.4
Offices	50	57	(12.3)

1988 billings by major office

■ Office, City	Billings
Baxter, Gurian & Mazzei, Beverly Hills	17.7
BBDO Atlanta, Atlanta	115.1
BBDO Atlanta, Memphis	1.8
BBDO Atlanta, Charlotte, N.C.	2.7
BBDO Atlanta, New Orleans	0.5
BBDO Atlanta, Houston	0.4
BBDO Atlanta, Dallas	0.2
BBDO Chicago, Kansas City	2.7
BBDO Chicago, St. Louis	2.1
BBDO Chicago, Avalon, Calif	[illegible]
BBDO Chicago, Chicago	162.1
BBDO Chicago, Cincinnati	3.2
BBDO Detroit, Detroit	159.3
BBDO Minneapolis, Minneapolis	49.2
BBDO San Francisco, San Francisco	12.2
BBDO Los Angeles, Los Angeles	95.0
BBDO New York, New York	545.6
Blair Advertising, Rochester, N.Y.	25.0
Caravetta Allen Kimbrough, Miami	11.0
Frank J. Corbett Inc., Chicago	65.3
Doremus & Co., Kansas City, Mo	10.0
Doremus & Co., San Francisco	8.0
Doremus & Co., Boston	16.0
Doremus & Co., Chicago	11.0
Doremus & Co., Los Angeles	3.0
Doremus & Co., New York	133.0
GM DuBois Corp., Rochester, N.Y.	43.4
Hannaford Co., New York	NA
Ingalls, Quinn & Johnson, Boston	105.8
Lavey/Wolff/Swift, New York	84.5
RC Communications, New York	NA
Franklin Spier Inc., New York	26.6
Tycer Fultz Bellack, Palo Alto, Calif	26.5
Tycer Fultz Bellack, Seattle, Wash	4.6
TELERx Marketing, Spring House, Pa	NA
Tracy-Locke, Denver	13.5
Tracy-Locke, Atlanta	25.4
Tracy-Locke, Los Angeles	75.0
Tracy-Locke, Dallas	278.2
Tracy-Locke, **Geographic Mk**, Philadelphia	15.9

Annual Review

Worldwide gains in 1988 of 8% fueled by a 7.6% increase at home and a moderate 8.6% increase overseas was hardly the 23.3% hike experienced in 1987. The international network opened 19 new offices, however, and added 169 employees amidst a great deal of account movement, both coming and going. Domestic growth came from Worldwide Church of God ($17 million annualized) and Dodge DAA's ($4.2 million) at BBDO/Atlanta; Blue Cross of California ($6 million), Oral-B ($3 million) and Dodge Denver ($1.2 million) at BBDO/LA/SF; and International Paper Corp. ($2 million) and Polaroid 35mm film ($14 million) at BBDO New York. Major losses included Scott Paper ($8 million) at BBDO New York; California Strawberry Advisory Board ($900,000) at BBDO/LA/SF; and Certified Tours ($500,000) at BBDO/Atlanta. Current clients effecting an upward movement on 1988's billings included Delta Airlines (up $4.2 million), Alamo Rent-A-Car (down $8 million), and Pepsi, Pizza Hut, Gillette, Sizzler, Apple Computers, US West and Hormel.

U.S. Accounts

(See individual subsidiaries.)

Foreign Accounts

Gained: Argentina—Tefonica Intl; Australia—Rowntree, Polaroid, Australian Wool Board; Germany—Krupp, Pizza Hut, Nestle Sarotti, *Bild*; Belgium—Douwe Egberts Tobacco, Electrolux Zanussi, Iveco; Brazil—Oral B, Pepsico/Elma Chipps, Pepsi-Cola; Britain—Intl Wool Secretariat, Mont Blanc, Oral B; Canada—Winnipeg Chrysler Dealers Assn., Prince Edward Island Tourism, Guarantee Trust Co.; KPMG Peat Marwick, Govt of Alberta, B.C. Hydro, Royal Lepage, John Deere, Arby's Golden Horseshoe; Cyprus—Pepsi-Cola, Eveready, Gulf Oil, Reemtsma, Wrigley's; France—Volvic, Roc, Woolmark; Greece—Hiram Walker/Kahlua, Ford/spare parts, Bristol; Hong Kong—Polaroid, Philips, Gillette, Jardine, Matheson/Pizza Hut, Hyatt; Indonesia—Asamera Oil; Italy—Wrigley's, Intl Wool Secretariat, Alberto Culver/VO5; Malaysia—CPC, KFC Foods Processing; Mexico—Visa; Netherlands—Fiat, Gillette, Kon. Luchtmacht; New Zealand—K mart, Nestle; Philippines—Bayer, DPSI/Apple, Oral B, CPC/Knorr; Portugal—Pepsi-Cola, Health Ministry; Puerto Rico—Milton Bradley, Playskool, Labatt's; Singapore—Bayer, Polaroid, Mattel, Church's Texas Fried Chicken; Spain—Pepsi-Cola; Sweden—Woolmark, Pepsi soft drinks, DEC; Switzerland—CPC/Knorr, Lever Bros./Sunlight, Suzuki; Taiwan—Reemtsma, Visa, Delta, Epson, Miller Beer, Seat, Kiwi.

Lost: Argentina—Kenia; Australia—Bridgestone, Mattel, Hyatt; Belgium—Scott, Vittel, Richmond cigarettes; Brazil—Nabisco/Fleischmann Royal, Sharp; Britain—Brymon airline; Canada—Kimberly-Clark, Nestle food prods, Paramount Productions, Smith Corona, Budget Rent-A-Car, Cusson's Ltd.; Cyprus—Bang & Olufsen, Blendax-Werke; France—Rowntree Macintosh, Phox; Greece—CPC Knorr, Bayer, S.C. Johnson & Son, Polaroid; Hong Kong—Milord HK; Indonesia—PT Bayer; Malaysia—Reckitt & Colman; Mexico—Jumex; Netherlands—Intradal, Pon/Audi; New Zealand—Fresh Up; Philippines—Banco de Oro; Singapore—Business World; Spain—Johnson's Wax, Legrain; Sweden—Marc O'Polo, Norsk Data; Switzerland—Manor, *SonntagsZeitung*; Taiwan—China Tofu.

Officers

BBDO Worldwide: Allen Rosenshine, chmn & ceo; Willi Schalk, president-coo; Jim Cannon, cfo; Tom Clark, regional chmn.

Phone: (212) 459-5000.

BBDO Atlanta

This division of BBDO, which comprises six shops, reported gross income of $16.1 million on billings volume of $120.5 million in 1988, up from $15.3 million and $113.5 million, respectively, in 1987.

Of total billings, $107.9 million was in media, up 8.7%, $3.8 million was in capitalized fees, down 24%, and $8.8 million was in materials and services, down 5.4%.

The lion's share of the agency's billings volume, or $115.1 million, come from the Atlanta office. The Memphis unit contributed $1.76 million; Charlotte $2.67 million; and New Orleans, Houston and Dallas, a combined $1 million, all new shops.

In 1988, the agency gained: Worldwide Church of God; Dodge Dealer Assn.; Beacon Sweets. It lost: Certified Tours; Atlanta Symphony Orchestra.

Top execs: Donald C. Mitchum, president; Jack V. Walz, Gregg Dearth, Terence E. Rooke, exec vps; Jim Garrison, J. Martin Hollinger, Peter B. Shelton, sr vps; David V. Capano, vp; Joe Schroeder, cfo. Employees: 156 in 6 offices. Atlanta alone employed 145, up from 129 in 1987.

Phone: (404) 231-1700.

BBDO Chicago

This five-shop BBDO division reported gross income of $20 million on billings volume of $170.3 million, up 25% and 22.4%, respectively, from 1987.

Billings broke down into $154.6 million in media, up 23.4%, $3.5 million in capitalized fees, down 21%, and $12.1 million in materials and services, up 30%.

The Chicago shop dominates the group with $162 million in billings, up 22.8%, and 203 of the 211 total employees. Others shops are in Cincinnati, Kansas City, St. Louis and Avalon, Calif.

In 1988, the agency gained: NEC Home Electronics; Beam Brands. It lost: Six Flags/Great America.

Top exec: Eric Harkna.

Phone: (312) 337-7860.

BBDO Detroit

The full-service Detroit shop headquartered in Southfield, Mich., had gross income of $23.9 million on billings volume of $159.3 million, up 2.5% and 2.7%, respectively, from 1987. Billings volume broke down into $135.2 million in media, up 2.5%, and 24.1 million in materials and services, up 4.3%.

Top execs: W.R. Kelly, president-ceo; R.R. Schneider, sr vp-finance & admin; W.A. Oswald, A.D. Jones, sr vps-sr mgmt reps; E.J. McCarthy, sr vp-exec media dir; P.M. DeLorenzo, sr vp-exec creative dir; T.E. Neman, sr vp, dir-rsch & planning; M.A. Graham, J.B. Hammond, sr vps-acct mgmt supers. Employees: 164.

Phone: (313) 355-7300.

BBDO LA/SF

The two offices of BBDO LA/SF Inc. reported gross income of $16 million on billings volume of $107.2 million in 1988, compared with $15.6 million gross income in 1987 on billings volume of $110.9 million.

Billings broke down into $83.6 million in media, down 13.2%, $11.5 million in capitalized fees, up 74%, and $12.1 million in materials and services, up 5%. Los Angeles remained the dominant shop with $95 million in billings, up 1.2%, and 154 out of a combined 171 employees for the two. San Francisco billings dropped 28% to $12.2 million, as its employee count fell from 25 to 17.

In 1988, the agency gained: Blue Cross of California; Oral-B; San Francisco Convention Visitors Bureau; Dodge Denver Metro DAA; Dodge Denver Outstate DAA; American Dry Bean Board. It lost: DeLaurentiis Entertainment Group; Worldwide Church of God; California Strawberry Advisory Board.

Top execs: Gene Cameron, president-ceo; Steve Hayden, chief creative officer; Bob Spofford, sr vp, dir-client svcs; Terry Booke, sr vp, dir-rsch; Ron Harrison, sr vp, dir-media; Steve Dolcemaschid, sr vp-cfo; Marty Fischer, sr vp-genl mgr, San Francisco.

Phone: (213) 444-4500.

BBDO Minneapolis

The Minneapolis unit reported gross income of $7.4 million on billings volume of $49.1 million, up 30% and 29%, respectively. Billings volume broke down into $44.6 million media, up 36%, $1.2 million capitalized fees, down 40%, and $3.3 million in materials and services, even with 1987. The agency's major media shift was in TV, which claimed $24.2 million in billings, up 218% from the prior year

In 1988, the agency gained Chicken By George. It did not report accounts lost.

Top execs: Jon Firestone, president & ceo; Allen Cohn, exec vp, exec creative dir. Employees: 67 in 1 office.

Phone: (612) 338-8401.

BBDO New York

The New York unit reported gross income of $80.6 million on billings of $545.6 million, up 11.5% and 10.6%, respectively, from the prior year. Billings volume broke down into $347.5 million in media, up 7.6%, $139 million in capitalized fees, up 19%, and $59.1 million in materials and services up 9.6%.

In 1988, the agency gained: Intl Paper; Polaroid; Pizza Hut. It lost: Scott Paper.

Top execs: Phil Dusenberry, chmn & ceo; Gary de Paolo, Joe Barrett, exec vps-mng dirs; Tony Lenge, sr vp-treasurer. The agency did not report number of employees.

Phone: (212) 459-5000.

RANK
53

Bloom Companies

Dallas
GROSS INCOME $ 22 MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	22.1	22.4	(1.3)
Volume	182.6	175.9	3.8

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	6.3	6.3	0.0
Consumer magazine	16.9	14.3	18.2
Outdoor	0.9	4.5	(80.0)
Spot TV	39.9	47.2	(15.5)
Network TV	9.5	22.6	(58.0)
Radio	15.1	27.7	(45.5)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	263	265	(0.8)
Offices	2	2	NA

1988 billings by major office

■ Office, City	Billings
Bloom Cos., Dallas	114.6
Bloom Cos., New York	68.0

Annual Review

Healthy growth of existing business totaling $19.3 million along with $18.9 million in newly acquired accounts offset $32.2 million in resigned business to give a 3.8% increase in billings for 1988. All lost business was resigned. A 12% growth is forecast for 1989 from new products and increased existing business.

U.S. Accounts

Gained: Scott Paper Co.; Carnation Co.; Campbell Taggart Div-Anheuser-Busch; Witco Corp.; Hiram Walker; Ross Laboratories; Block Drug Co.

Lost: Alfa Romeo; Church's Fried Chicken.

Officers

Robert H. Bloom, chmn & ceo; C. Anthony Wainwright, president-coo; Paul MacMahon, chmn & ceo-Bloom/Dallas; Seth Werner, president-Bloom/Dallas; Jeffrey I. Fine, chmn & coo-Bloom/NY; Penelope J. Hawkey, president-Bloom/NY; Marion T. Flores, exec vp.

Phone: (214) 638-8100.

RANK
16

Bozell, Jacobs, Kenyon & Eckhardt

New York
GROSS INCOME: $ 179 MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	179.2	185.2	(3.2)
Volume	1,283.0	1,325.0	(3.2)
■ U.S.	**1988**	**1987**	**% chg**
Gross income	150.3	158.9	(5.4)
Volume	1,090.0	1,150.0	(5.2)
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	731.6	803.9	(9.0)
Materials & services	186.7	169.6	10.1
Capitalized fees	171.7	176.5	(2.7)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	77.4	118.2	(34.5)
Consumer magazine	162.2	183.8	(11.8)
Outdoor	13.5	11.4	18.4
Spot TV	160.6	155.7	3.1
Network TV	170.0	165.8	2.5
Cable TV	24.3	18.7	29.9
Radio	72.3	96.6	(25.2)
Direct response	34.1	40.1	(15.0)
Other	17.2	13.6	26.5

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	2,172	2,347	(7.5)
Offices	59	58	1.7
■ U.S.	**1988**	**1987**	**% chg**
Employees	1,665	1,847	(9.9)
Offices	9	9	NA

1988 billings by major office

■ Office, City	Billings
BJK&E, Atlanta	26.0
BJK&E, New York	380.0
BJK&E, Tampa, Fla	25.0
BJK&E, Detroit	191.0
BJK&E, Dallas	230.0
BJK&E, Minneapolis	42.0
BJK&E, Chicago	84.0
BJK&E, Los Angeles	84.0
BJK&E, Omaha, Neb	28.0

Annual Review

Lost business of $72 million, led by Revlon ($10 million annualized), Holiday Inn ($20 million) and Nabisco's Lifesavers & Planters, influenced a 3.2% drop in billings for 1988, BJK&E's first year of independence from Lorimar Corp. The agency received $25 million in new business, paced by Elizabeth Arden ($15 million annualized), Rockwell International ($15 million) and Dial Corp.'s Lunch Buckets ($10 million). A reported $5 million increase from growing existing business came from Tyco ($5 million annualized), Florida Department of Revenue ($20 million), Benckiser ($8 million) and NCNB Texas ($6 million). A 10% growth is projected this year from both new and existing business. The holding company, Bozell Inc., was formed following BJK&E's buyback from Lorimar Corp., with BJK&E the lead agency. Reorganization produced new managers in BJK&E's Minneapolis, Atlanta, Omaha, Chicago and Los Angeles offices.

U.S. Accounts

Gained: Elizabeth Arden; Rockwell Intl; Dial Corp.; Illinois Power & Light; Asics Tiger Corp.; Krystal.

Lost: Revlon; Holiday Inns; Nabisco; Martha White, Jim Beam.

Foreign Accounts

Gained: Canada—Kawasaki. United Kingdom—Benckiser. Intl—Chrysler. Faberge. Italy—Olivetti. Spain—American Home Products. France—Cross Pens.

Lost: France—Maison Bouygues, Cote d'Or. Singapore—Burberry.

Officers

Charles D. Peebler, ceo; J. Liener Temerlin, chmn; Leo Arthur Kelmenson, chmn-exec comm; Joseph Caggiano, vice chmn-cfo; David Bell, vice chmn; Ronald DeLuca, president; Dennis D. McClain, president-Southwest; Ron Anderson, chief creative officer; Linda Robinson, president-RLL&M; Murray Smith, president-intl; Mike Drexler, exec vp; Ric Cooper, president-Midwest; Ken Gard, exec vp-treasurer; Sid Marshall, exec vp.

Phone: (212) 206-5000.

RANK
36

Earle Palmer Brown Cos.

Bethesda, Md.
GROSS INCOME: $ 36 MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	36.2	33.1	9.4
Volume	271.1	248.8	9.0
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	148.2	136.4	8.7
Materials & services	29.2	26.0	12.3
Capitalized fees	93.7	86.4	8.4

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	26.5	NA	NA
Consumer magazine	7.1	0.0	NA
Sunday magazines	1.0	0.0	NA
Business publications	6.0	0.0	NA
Medical journals	0.6	0.0	NA
Free-standing inserts	2.4	0.0	NA
Outdoor	2.5	0.0	NA
Transit	0.6	0.0	NA
Point of sale	0.8	0.0	NA
Spot TV	45.0	0.0	NA
Network TV	5.0	0.0	NA
Cable TV	1.8	0.0	NA
Radio	18.5	0.0	NA
Direct response	25.2	0.0	NA
Special events	0.2	0.0	NA
Other	5.0	0.0	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	446	466	(4.3)
Offices	5	5	NA

1988 billings by major office

■ Office, City	Billings
Earle Palmer Brown Cos., Philadelphia	87.1
Earle Palmer Brown Cos., Richmond, Va	21.3
Earle Palmer Brown Cos., Atlanta	26.8
Earle Palmer Brown Cos., Washington	135.9
Earle Palmer Brown Cos., Newark, N.J	NA

Annual Review

New business totaling $43 million annualized along with growth of existing accounts from US Air, Roy Rogers and Big Boy restaurants, Bell South, Coast-to-Coast, Donnelley Directories, UGI Corp. and Wawa Stores resulted in a 9% increase in 1988 billings. Major new business included Piedmont ($30 million annualized), State of Maryland ($5 million), New York Transit ($2 million), NTW ($2 million) and Dart Drug Stores ($4 million). Lost accounts totaled $18 million and included Safeway ($4 million annualized), Health & Tennis ($4 million), Universal Hospitals ($2 million), Sunbeam ($3 million), New Jersey Transit ($3 million) and Cellular One ($2 million). A 10-15% growth is anticipated in 1989, a combination of increased spending from current clients and two agency acquisitions: Ensslin & Hall, Tampa, Fla., and Martin Remick Moore, a business ad unit in Richmond, Va.

U.S. Accounts

Gained: Piedmont Airlines; State of Maryland; Hyponex; Metrophone; Trust House Forte; Portman Hotel; New York City Transit; Natl Tire Wholesalers; Dart Drug Stores; Learning Channel; Psychiatric Institute of Washington; Natl Solid Waste Assn.; Medical College of VA; Days Inn; Gayle Hayman Montgomery Cable.

Lost: Safeway Stores; Health & Tennis; Universal Hospitals; Sunbeam; New Jersey Transit; Prism; Cellular One; Telenex; Comp Health.

Officers

Jeb Brown, ceo; Mark Goldstein, president-Washington; Gary Jonas, president-corp; Bill Westbrook, corp creative dir; Earle Palmer Brown, chmn; Mike Turner, chmn-Washington; Walter Spiro, chmn-Philadelphia; Joe Carri, exec vp, president-Philadelphia; Norman Tissian, vice chmn-Philadelphia; Brad Armstrong, president-Richmond; Bob Moore, vice chmn-Richmond; Alf Nucifora, president-Atlanta.

Phone: (301) 657-6000.

RANK
12

Leo Burnett Co.

Chicago
GROSS INCOME: $ 428 MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	428.4	369.2	16.0
Volume	2,865.1	2,461.8	16.4
■ U.S.	**1988**	**1987**	**% chg**
Gross income	263.4	232.5	13.3
Volume	1,765.0	1,550.0	13.9
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	1,460.5	1,284.6	13.7
Materials & services	243.2	212.7	14.3
Capitalized fees	61.4	52.7	16.5

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	82.5	78.7	4.9
Consumer magazine	221.5	200.9	10.2
Outdoor	97.2	73.8	31.6
Point of sale	13.0	13.4	(3.0)
Spot TV	200.7	210.2	(4.5)
Network TV	703.6	585.7	20.1
Cable TV	23.8	19.1	24.4
Syndicated TV	106.4	89.7	18.6
Radio	24.7	26.4	(6.2)
Direct response	28.6	12.8	123.2

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	2,083	1,877	11.0
Offices	1	1	NA

Annual Review

Last year's Agency of the Year as voted by AD AGE had worldwide billings up 16.4%. Domestically, billings grew 13.9% as major new accounts were added including Noxell estimated at $20 million and Dean Witter estimated at $10 million. Also, two U.S. accounts were resigned. Internationally, billings rose by 20.6%. A new office, Leo Burnett-Costa Rico was opened in San Jose and the agency bought a minority stake in Skjoldebrand & Sjogren in Stockholm. The agency is currently waiting the completion of its newly built headquarters located on Wacker Drive in Chicago.

U.S. Accounts

Gained: Amurol; BASF; Dean Witter; Hallmark; Miller High Life; Noxell.

Lost: Eckrich Meats; Hewlett-Packard.

Foreign Accounts

Gained: No foreign gains or losses were reported.

Officers

Hall Adams Jr., chmn & ceo; Henry J. Feeley, chmn & ceo-worldwide; Richard B. Fizdale, president-chief creative officer; John C. Kraft, vice chmn-admin & finance; William T. Lynch Jr., chmn & ceo-USA; John J. Smith, vice chmn, corp dir-creative svcs.

Phone: (312) 565-5959.

RANK
82

Cabot Communications

Boston
GROSS INCOME: $ 14 MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	13.7	12.1	13.7
Volume	95.5	80.0	19.4
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	53.8	49.9	7.9
Materials & services	9.1	11.1	(18.2)
Capitalized fees	32.6	19.0	71.3

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	161	155	3.9
Offices	1	1	NA

Annual Review

Billings were up 18.5% in 1988 mainly the result of substantial increases from existing clients amounting to $13 million. A long list of small accounts accounted for $2 million in new business; the largest being Sukesha hair-care products estimated at about $500,000. There were no lost accounts. The agency is optimistic about 1989, and projects it will hit $120 million in billings, up 26%, even with the stagnant economic growth now affecting the Boston market and the threat of a take-over of major client, Prime Computers.

U.S. Accounts

Gained: Sukesha haircare prods; American Soviet Cultural Exchange; Mass. Crinc recycling; Hampton's; Folio Software; Kazmaier Intl; Lazarus-Bolotin Real Estate; Classic Shine; Massachusetts Wholesalers of Malt Beverages.

Lost: None.

Officers

William H. Monaghan, president-ceo; Courtney A. Crandall, chmn; Edmund C. Fitzmaurice, dir-mktg svcs; Dale G. Casto, sr vp; Charles F. Kiefer III, treasurer-cfo.

Phone: (617) 242-6200.

RANK
20

Campbell-Mithun-Esty

Minneapolis, Minn.
GROSS INCOME: $ 106 MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	105.6	99.9	5.7
Volume	783.0	740.8	5.7
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	630.1	579.9	8.6
Materials & services	77.7	86.3	(9.9)
Capitalized fees	75.2	74.6	0.9

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	25.5	20.0	27.4
Consumer magazine	60.7	99.0	(38.7)
Business publications	15.9	18.2	(13.1)
Farm publications	1.4	1.4	(3.2)
Free-standing inserts	6.9	6.2	12.2
Outdoor	8.2	8.8	(6.7)
Spot TV	254.1	179.8	41.3
■ Media	**1988**	**1987**	**% chg**
Network TV	221.4	204.6	8.2
Radio	32.5	36.8	(11.8)
Other	3.4	4.9	(30.3)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	1,207	1,100	9.7
Offices	4	4	NA

1988 billings by major office

■ Office, City	Billings
Campbell-Mithun-Esty, Chicago	154.1
Campbell-Mithun-Esty, New York	180.0
Campbell-Mithun-Esty, Minneapolis	299.0
Campbell-Mithun-Esty, Detroit	150.0

Annual Review

This merged unit, a combo of two agencies, Campbell-Mithun and William Esty, completed its first year with billings up 5.7% over combined totals for 1987. This Saatchi & Saatchi subsidiary expects 10-15% growth, a factor of current account growth and a full-year's returns from accounts or assignments gained last year, including two new assignments from General Mills—Oatmeal Swirlers and Presto Pasta. The merger, which occurred in mid-year, was made to give the S&S agency greater ability, gained through greater size and capability, to compete for new business.

U.S. Accounts

Gained: Aunt Nellie's Farm Kitchens; Bob Evans sausage; Sparks Tune-Up Center; Softsoap Enterprises; Sandoz Nutrition Corp.; US West-Home & Personal Svc; Campbell Hausfeld; Barton Beers-Gambrinus Importing; Honeywell, corp.; Brown & Williamson; Intl Special Olympics.

Lost: 3M Co.; SC Johnson & Son; Edward Lowe Industries.

Officers

William D. Dunlap, ceo-corp; Joe O'Donnell, chmn-corp; Bill Stein, president-corp; David Welch, vice chmn-corp; Gene Zaske, cfo-corp; Robert Fugate, exec vp, exec creative dir-Minneapolis; Marvin Goldsmith, president, coo-Chicago; Marvin Honig, chmn & ceo-New York; Richard Johnson, president-chief creative officer, Detroit; Howard Liszt, president-coo, Minneapolis; Michael Rogers, exec vp-exec creative dir, Chicago; David Van Peursem, exec vp-mgmt dir, Detroit; Lawrence Wassong, president-coo, New York.

Phone: (612) 347-1000.

RANK
69

CCG/TCA

Greenwich, Conn.
GROSS INCOME: $ 16 MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	16.4	10.7	54.2
Volume	109.6	67.2	62.9

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	126	71	77.5
Offices	4	3	33.3

1988 billings by major office

■ Office, City	Billings
CCG/TCA, Greenwich	109.6

Annual Review

The combined operations of Connecticut Consulting Group and Ted Colangelo Associates, a sales promotion subsidiary of D'Arcy Masius Benton & Bowles, are reflected in 1988 billings. Gross income includes $6.5 million of CCG which was acquired by Colangelo at year-end. Prior year figures are for TCA only.

Gained: Bahamas Tourism; Learning Intl; Mastercard Intl; Pontiac; Richardson-Vicks; SNET Credit.

Lost: None.

Officers

Ted Colangelo, chmn; Richard Rizzo, president-ceo; Robert Wilhemy, cfo; Mike Fine, sr vp.

Phone: (203) 531-3600.

Mickelberry on the move again

Mickelberry Corp., which in 1987 sold Cunningham & Walsh to N W Ayer and then sold Laurence, Charles, Free & Lawson to Lowe Howard-Spink & Bell PLC, London, early this year bought Kornhauser & Calene, ranked 34th in the U.S. in 1987, and merged it this month with its Partners & Shevack agency, formerly Cavillo, Shevack & Partners. K&C, because of the rapid changes, did not report its returns to AD AGE.

RANK
90
Chapman Stone & Adler
New York
GROSS INCOME $ 12 MILLION

Income & volume
($ in millions)

■ U.S.	1988	1987	% chg
Gross income	12.3	11.3	8.6
Volume	83.6	74.9	11.6
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	1.8	2.3	(22.4)
Materials & services	4.1	3.7	11.2
Capitalized fees	77.8	68.9	12.8

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Direct response	78.5	70.4	11.5

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	123	127	(3.1)
Offices	2	2	NA

1988 billings by major office

■ Office, City	Billings
Chapman Stone & Adler, New York	51.7
Stone & Adler, Chicago	31.9

Annual Review
This subsidiary of Y&R split up at the beginning of 1989 when HDM purchased Stone & Adler, the Chicago connection to the agency, to form HDM Direct Marketing Group with combined billings of about $50 million. Y&R did not lose total ownership because of its one-third participation stateside in HDM. New York-based Chapman Stone & Adler, the remaining Y&R subsidiary with billings of about $52 million, continues to be headed by William Sutherland, president. As one operating unit in 1988, CS&A experienced an 11.6% growth in billings, 40% of it abetted by new account gains, Navistar, Alabama Space & Rocket Center; Allergan and Salex, and by growth from existing clients making up 60%. Virtually all agency billings growth was in its direct mail sequence. 1989 is expected to produce 15% growth with the same billings split as last year of 60% growth from existing billings and 40% new business.

U.S. Accounts
Gained: Navistar; Alabama Space & Rocket Center; Allergan; Salex.
Lost: None.

Officers
William Sutherland, president-Chapman Stone & Adler/NY; Craig Thomas, president-Stone & Adler/Chicago.
Phone: (212) 758-8230.

RANK
26
Chiat/Day
Venice, Calif.
GROSS INCOME $ 65 MILLION

Income & volume
($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	65.0	52.5	23.8
Volume	520.0	350.0	48.6
■ U.S.	**1988**	**1987**	**% chg**
Gross income	62.0	52.5	18.1
Volume	500.0	350.0	42.9
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	288.5	239.6	20.4
Materials & services	34.5	42.0	(17.8)
Capitalized fees	177.0	68.4	158.7

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	30.4	36.7	(17.2)
Consumer magazine	56.1	40.1	40.0
Business publications	8.9	18.9	(53.1)
Outdoor	9.3	9.6	(2.8)
Spot TV	104.1	79.3	31.4
Network TV	64.2	51.8	23.9
Radio	15.4	13.2	16.7

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	678	435	55.9
Offices	9	4	125.0

1988 billings by major office

■ Office, City	Billings
Chiat/Day, New York	175.0
Chiat/Day, Los Angeles	240.0
Chiat/Day, San Francisco	85.0

Annual Review
Some 53% total growth in billings is expected in 1989, coming largely from accounts acquired in late 1988, including Nissan Regional Dealers ($70-$80 million annualized), Dell Computers ($7-$10 million) and New York Life Insurance. U.S. billings for 1988 were up 42.9% as new business totaled $80 million, growth from existing clients hit $115 million and lost business totaled $25 million. Opened were three regional offices in Atlanta, Dallas and Chicago to handle Nissan. An office in Toronto also was founded. C/D bought Anderson & Lembke, a business-to-business agency in Stamford, Conn., that bills $54 million, and acquired the PR company that handles Nissan, Bob Thomas & Associates, Redondo Beach, Calif. In early 1989, much of Australia's Mojo MDA Group was acquired. Chiat/Day also weathered the defection in October of three senior execs from its Venice, Calif., headquarters—Greg Helm, former senior vp-general manager, and John Stein and Jean Robaire, former vp-associate creative directors. They formed the agency, Stein, Robaire & Helm.

U.S. Accounts
Gained: New York—Bowery Savings; Lakeside Pharmaceutical; Soho Soda; Anne Klein II; New York Life. Los Angeles—Pizza Inn; Eye Masters; Photo Go; Nissan Regional Dealers. San Francisco—Dreyer's; Kaufman & Broad; 3 Com; Sutter Home; Watermark; Dell Computers, 3M.
Lost: New York—Rockport. Los Angeles—La Victoria; Maxicare; Yamaha. San Francisco—Oral B; Ashton Tate; Businessland; California Cooler.

Foreign Accounts
Gained: Nissan Automobile Corp. Canada; Nissan Dealers of Canada; Labatt Light.
Lost: None.

Officers
Jay Chiat, chmn & ceo, dir; Lee Clow, president-dir; Fred Goldberg, vice chmn & president-ceo, dir-San Francisco; Bob Wolf, vice chmn & president-ceo, dir-Los Angeles; Jane Newman, president, dir-New York; Pete de Vaux, exec vp-cfo; David Wiener, asst secretary, dir; Sharon Stanley, sr vp-secretary.
Phone: (213) 314-5000.

RANK
96
Cole & Weber
Seattle
GROSS INCOME: $ 12 MILLION

Income & volume
($ in millions)

■ U.S.	1988	1987	% chg
Gross income	11.6	11.0	5.2
Volume	93.3	87.1	7.1
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	47.2	40.7	16.2
Materials & services	9.3	10.3	(9.4)
Capitalized fees	36.7	36.1	1.7

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	5.9	4.6	29.5
Consumer magazine	4.1	7.3	(44.1)
Business publications	6.3	6.1	1.8
Outdoor	0.3	0.4	(28.2)
Spot TV	19.2	15.4	24.4
Network TV	4.9	NA	NA
Radio	5.2	5.8	(10.7)
Other	1.3	0.9	50.2

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	156	147	6.1
Offices	3	3	NA

1988 billings by major office

■ Office, City	Billings
Cole & Weber, Seattle	70.3
Cole & Weber, Salt Lake City	11.0
Morton Cole & Weber, Portland, Ore.	12.0

■ **Notes:** Billings by office are AA estimates.

Annual Review
This Ogilvy Group subsidiary had a moderate 7.1% gain in billings for 1988 helped mainly by a 10% increase in billings in the Seattle headquarters office. Increased spending by existing client Weyerhaeuser played a major role in the billings gain. However, flat billings growth was recorded in the Portland, Ore., and Salt Lake City offices. The agency would not provide a forecast for 1989.

U.S. Accounts
Gained: Grantree; U.S. Bank of Washington; Helly-Hansen; Raleigh Bicycles.
Lost: Trus Joist.

Officers
Harold A. Newsom, chmn; Scott Marshall, president; Mark McNeely, vice chmn; James W. Christensen, cfo-treasurer; William G. Viert, secretary; Dale Robley, exec vp-mng dir, Portland; Dave Thomas, exec vp-mng dir, Salt Lake City.
Phone: (206) 447-9595.

RANK
81
Cramer-Krasselt Co.
Milwaukee
GROSS INCOME: $ 14 MILLION ✓

Income & volume
($ in millions)

■ U.S.	1988	1987	% chg
Gross income	14.0	12.2	14.7
Volume	96.5	84.6	14.1
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	72.1	64.9	11.2
Materials & services	11.6	9.4	22.9
Capitalized fees	12.9	10.4	24.2

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	8.2	7.2	13.7
Consumer magazine	17.2	15.0	14.7
Business publications	6.8	5.8	15.6
Outdoor	1.3	0.9	41.7
Spot TV	19.7	17.7	11.4
Network TV	14.5	12.6	14.7
Radio	3.6	3.0	22.0
Direct response	13.8	12.0	14.8

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	181	158	14.6
Offices	3	3	NA

FOR RICHER

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Annual Review

A healthy growth of 14.1% in billings mainly came from new business in Chicago and Phoenix offices and growth from existing clients in Milwaukee. New business highlights included Jim Beam Co. ($3.2 million annualized), Helene Curtis' Salon div ($3 million), Covia Corp. ($2.1 million), ABN La Salle Bank ($2 million) and Franklin Savings ($1.7 million). Existing clients provided an additional $2.2 million above prior year levels. Only $1.8 million in business was lost. The forecast for 1989 is billings growth of 12-15%.

U.S. Accounts

Gained: Pepsi-Cola Wisconsin, Yamaha Stern Drives, Jim Beam Co., Helene Curtis, Salon Div, Covia Corp., ABN La Salle Bank, Franklin Savings, Hyatt, SPSS, Creda; Basha's Supermarkets, Toyota Dealers, Camelback Hospital, Linens Plus, KPHO-TV

Lost: Anixter Brothers, Peck Meat Packing, KNXV-TV

Officers

Paul S. Counsell, chmn & ceo; Peter G. Krivkovich, president-coo; Rolf G. Normann, Philip R. May, exec vps; William D. Faude, sr vp-secretary; Robert J. Bradley, vp-treasurer

Phone: (414) 227-3500

RANK
94

Creswell, Munsell, Fultz & Zirbel

Cedar Rapids, Iowa
GROSS INCOME: $ 12 MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	11.9	11.4	4.6
Volume	79.2	75.8	4.6

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	3.2	3.0	4.6
Business publications	4.8	3.8	25.5
Farm publications	12.7	12.1	4.6
Outdoor	1.6	1.5	4.6
Spot TV	16.6	15.2	9.8
Radio	11.9	10.6	12.0
Direct response	0.8	0.0	NA
Sales promotion	11.1	9.9	12.6
Other	16.6	19.7	(15.6)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	190	173	9.8
Offices	6	5	20.0

Annual Review

This Y&R subsidiary experienced a 4.6% increase in billings in 1988 due to major account gains and the expansion of services for existing clients such as Deere & Co. and the Iowa State Lottery. CMF&Z estimates that 1988 losses will be offset by the acquisition of the Holiday Rambler account late in the year. The agency is projecting an approximate 10-15% growth for 1989 based on solidifying existing advertising and public relations and expanding services into sales promotion, marketing, video production and co-op. The agency added 25 employees in 1988 and reorganized early in the year into three operating units—CMF&Z Cedar Rapids and CMF&Z Des Moines, both full-service agencies, and CMF&Z Public Relations.

U.S. Accounts

Gained: The d-CON Co.; Holiday Rambler Corp.; Kent Feeds, Jervis B. Webb Co.; Norwest Banks, Square D Co., Syntex Animal Health

Lost: Microbial Genetics Div; Pioneer Hi-Bred Intl, Syntex Animal Health, Winnebago Industries

Officers

E. William Munsell, chmn-CMF&Z., exec vp, dir-Y&R; Frank C. Baker, president-Cedar Rapids; William J. Fultz, president-Des Moines; Richard F. Mayes, president-pr; James E. Meeks, sr vp, treasurer, dir-business affairs; Marvin L. White, exec vp-Cedar Rapids; Weston R. Ritchie, exec vp-Des Moines; Carol A. Bodensteiner, exec vp-pr.

Phone: (319) 395-6500.

RANK
58

Dailey & Associates

Los Angeles
GROSS INCOME $ 20 MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	19.6	16.9	16.1
Volume	131.0	112.8	16.1

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	3.8	0.0	NA
Consumer magazine	11.0	0.0	NA
Outdoor	2.0	0.0	NA
Cable TV	81.0	0.0	NA
Radio	12.1	0.0	NA

Annual Review

New business totaling $15 million plus increased budgets from existing clientele of $6 million offset by a loss of the $2 million Transamerica account brought a 16.1% increase in billings for this Interpublic subsidiary. The agency projects a 10% increase this year based on new business prospects and scheduled account growth.

U.S. Accounts

Gained: Rain Dance car wax, Gallo various creative.

Lost: Transamerica.

Officers

Phillip Joanou, chmn & ceo; Clifford J. Einstein, president-creative dir.

Phone: (213) 386-7823.

RANK
11

D'Arcy Masius Benton & Bowles

New York
GROSS INCOME: $ 429 MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	428.7	371.3	15.5
Volume	3,360.8	2,727.3	23.2
■ U.S.	**1988**	**1987**	**% chg**
Gross income	209.6	196.8	6.5
Volume	1,794.2	1,565.3	14.6

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	70.8	78.6	(9.9)
Consumer magazine	119.7	149.2	(19.8)
Outdoor	35.8	24.0	49.3
Spot TV	372.8	281.1	32.6
Network TV	615.4	511.4	20.3
Cable TV	29.7	8.0	272.1
Syndicated TV	59.7	51.9	15.1
Radio	76.4	65.3	17.0
Direct response	66.8	67.4	(1.0)
Sales promotion	130.5	81.9	59.3

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	5,532	5,428	1.9
Offices	85	83	2.4
■ U.S.	**1988**	**1987**	**% chg**
Employees	2,288	2,219	3.1
Offices	19	19	NA

1988 billings by major office

■ Office, City	Billings
CCG/TCA, New York	109.6
DMB&B, Chicago	99.0
DMB&B, New York	488.9
DMB&B, St. Louis	324.0
DMB&B, Bloomfield Hills	399.0
DMB&B, San Francisco	22.0
DMB&B, Los Angeles	92.0
Manning Selvage & Lee, New York	142.1
Medicus Intercon Internatl, New York	117.6

Annual Review

Worldwide billings increased 23.2% as domestic jumped 14.6%. New business worldwide totaled $411.8 million highlighted by big wins from Paramount Pictures, Denny's restaurants, NBC-TV network, M&M Mars candy bars, Philips small appliances and lighting div, Security Pacific and ITT Nokia. Growth from existing clients, particularly Procter & Gamble, M&M Mars, Anheuser-Busch and General Foods, added $306.5 million over the prior-year levels. Lost business cost the agency $84.7 million. Growth in 1989 will be spurred by the global expansion of blue-chip multinational clients already handled by DMB&B.

U.S. Accounts

Gained: Paramount; Denny's; NBC; Oregon Farms; Security Pacific; M&M Mars; Richardson-Vicks; General Motors; Hiram Walker; Six Flags Great America; SIA/NSAA; Hampton Inns; Brown Shoe; Roses Inc.; Whirlpool; Makita; Corning; Anheuser-Busch.

Lost: Fruehauf; Michigan Consolidated Gas; Hillshire Farm; Wilson Sporting Goods; Island Pictures; Kings Road Entertainment; American Tobacco.

Foreign Accounts

Gained: Australia-Philips Industries Holdings, Crown Corning, Australian Airlines Resorts. Austria—ITT Nokia, Furniture Center. Belgium—Philips, Sabena, Hewlett Packard, Procter & Gamble. Canada—Philips, B.F. Goodrich, M&M Mars. Denmark—Masterfoods, Hoechst Denmark, Fiat, Philips Lighting. Helsinki—Nokia/Salora/Mobira. France—M&M Mars, Philips, Pernod, ITT Nokia, Bahamas. Germany—Nestle-Herta, ITT Nokia, Procter & Gamble, Richardson-Vicks. Greece—Procter & Gamble, Bayer, Reckitt & Colman. Hong Kong—Procter & Gamble, Dow Chemical, Bristol-Myers, Sharp-Roxy, American Tobacco. Indonesia—Richardson-Vicks, Pt Bank Niaga. Ireland—Richardson-Vicks, Procter & Gamble, Kimberly-Clark. Rome—Salumificio Villani, Bahamas, Knorr, Waterman, Masterfoods, Esso. Japan—United Distillers, Honda Motors, Korin Motors, Kimuraya, S.C. Johnson. Netherlands—Bavaria, Spanish Tourist Board, AT&T, Ministry of Economic Affairs, Bouwmaat. New Zealand—N.Z. Breweries, Nissan, Philips N.Z., Bayer N.Z., New Zealand Telecom. Norway—Holmen Hygiene, Rica Skansen. Saudi Arabia—Philips, Saudi American Bank. Singapore—Fuji Film, Procter & Gamble, Epson, NMB, Philips, Revlon. Spain—Richardson-Vicks, AGF, Generalitat de Catalunya, M&M Mars, Salvat/Hachette, Xey-Danis-Benton & Bowles. Sweden—PK Privat, BABS, Kimberly-Clark. Swit-

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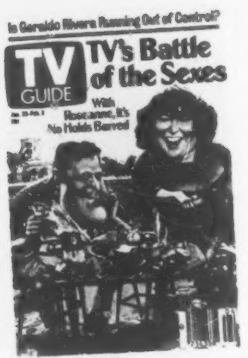
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zerland—ITT Nokia, Procter & Gamble. Thailand—Procter & Gamble, British Petroleum, Heinz. London—Philips B.V., London Electric Board, Texaco Europe, UK Governmental Department of Trade Industry, M&M Mars, Motown, Philips, Mars Masterfoods, Texaco, ITT Nokia, Schweppes, Weetabix, Nissan, United Distillers. Mexico—Corn Prods, Scappino, M&M Mars.

Lost: Australia—Philip Morris. Belgium—Tandy, Credit du Nord Belge Bank. Denmark—MR. Helsinki—Iittala Nuutajarvi Glassware. France—Europcar. Germany—Nestle-Sarotti, Europcar, Quaker Latz, Fiat. Greece—Caramel. Air Zimbabwe. Hong Kong—TLL, ASH Mktg. Indonesia—Unilever Indonesia, Richardson-Vicks, Mead Johnson, Philips Ralin. Rome—Lotus, *Corriere Della Sera*, Eurogest, Johnson's Wax. Netherlands—Greek Tourist Board, Aer Lingus, Dutch Cheese Union, Wella. New Zealand—Nestle N.Z., N.Z. Breweries. Norway—Duracell, Nissan. Singapore—Sime Darby, CDF. Spain—Grupo Castello, General Foods. Sweden—Lotus. London—Scholl, Johnson Wax, Sealy Beds, Inter-Continental, Kimberly-Clark, General Foods, Lotus. Mexico—Gamesa, Sanborns, Gabriel Mexico.

Officers

John S. Bowen, chmn & ceo; Roy J. Bostock, president-coo; Clayton Wilhite, president-USA; Peter T.W. Redsell, president-Intl; George J. Simko, president-DSA; Craig D. Brown, exec vp-cfo; John C. Ferries, exec vp-Intl.

Phone: (212) 758-6200.

RANK 71

Davis, Ball, Colombatto Advertising

Los Angeles

GROSS INCOME **$ 16** MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	15.9	18.9	(15.9)
Volume	135.7	134.2	1.1
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	100.4	106.6	(5.9)
Materials & services	12.2	11.9	2.0
Capitalized fees	23.1	15.7	47.4

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	14.6	14.1	3.9
Consumer magazine	2.5	3.0	(17.4)
Outdoor	1.7	1.3	28.3
Network TV	62.4	69.3	(10.0)
Radio	19.1	18.7	1.9

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	215	204	5.4
Offices	5	5	NA

1988 billings by major office

■ Office, City	Billings
Davis, Ball & Colombatto, Baltimore	NA
Davis, Ball & Colombatto, Los Angeles	107.3
Davis, Ball & Colombatto, Portland, Ore	8.1
Davis, Ball & Colombatto, San Francisco	16.1
Ferrer/Ad America, Los Angeles	4.2

Annual Review

Increases from Glendale Federal's acquisition of another savings and loan company as well as boosts in McDonald's sales volume were major contributors to this newly named agency's growth from existing business which came to a total of $9.1 million. Along with this growth activity, the agency received $2.5 million in new business making its totals just enough to save the agency from overall decreases in 1988 as $10.1 million in billings was suffered in lost accounts including Krauses Sofa Factory ($6 million annualized). A billings growth of 10% is expected for 1989 because of favorable sales from existing clients.

U.S. Accounts

Gained: Agency did not list accounts gained.

Lost: Krauses Sofa Factory.

Officers

Robert M. Davis, Robert J. Colombatto, chmns; Brad A. Ball, president; Mark D. Davis, exec vp-genl mgr; Ronald A. Kojis, exec vp-client svcs; Peter Coutroulis, exec creative dir; Steven D. Orenstein, sr vp-operations & finance; John J. Tu[illegible]er, sr vp.

Phone: (213) 688-7000.

RANK 13

DDB Needham Worldwide

New York

GROSS INCOME **$ 400** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	399.9	368.5	8.5
Volume	3,020.3	2,670.1	13.1
■ U.S.	**1988**	**1987**	**% chg**
Gross income	244.4	218.0	12.1
Volume	1,929.3	1,637.5	17.8
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	1,135.6	1,071.9	5.9
Materials & services	199.6	172.6	15.6
Capitalized fees	594.1	393.0	51.2

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	247.8	200.6	23.6
Consumer magazine	187.3	163.2	14.8
Medical journals	22.1	13.0	69.6
Outdoor	11.5	13.3	(13.9)
Point of sale	0.0	0.4	NA
Spot TV	193.3	212.0	(8.8)
Network TV	372.3	357.5	4.1
Cable TV	0.0	0.5	NA
Radio	92.4	54.0	71.2
Direct response	32.1	22.4	43.2
Special events	0.0	0.5	NA

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	4,697	4,355	7.9
Offices	91	76	19.7
■ U.S.	**1988**	**1987**	**% chg**
Employees	2,786	2,484	12.2
Offices	44	40	10.0

1988 billings by major office

■ Office, City	Billings
DDB Needham Worldwide, Denver	13.4
DDB Needham Worldwide, Chicago	34.4
DDB Needham Worldwide, Rancho Cordova	31.6
DDB Needham Worldwide, Detroit	91.9
DDB Needham Worldwide, McLean, Va	31.1
DDB Needham Worldwide, San Francisco	23.1
DDB Needham Worldwide, Los Angeles	108.7
DDB Needham Worldwide, New York	458.1
Bernard Hodes Advertising, New York	204.4
Kallir Philips Ross, New York	163.2
Kresser Craig/D.I.K., Los Angeles	44.6
Milici Valenti Park & Gabriel, Honolulu	26.6
Rapp & Collins Marcoa, Chicago	59.7
Rapp & Collins Marcoa, Boston	24.9
Rapp & Collins Marcoa, Newport Beach	NA
Rapp & Collins Marcoa, New York	38.9
Rapp & Collins Marcoa, New York	37.6
Rapp & Collins Marcoa, Dallas	69.8
Porter Novelli, New York	110.4

Annual Review

Worldwide billings went up 13.1% spurred by moderate growth both domestically (up 8.5%) and internationally (up 5.3%). Several new accounts helped domestic growth, including New York State Lottery estimated at $18.5 million and Ralston Purina's $7 million account for Meow Mix. A major step toward expanding its woridwide network included a working partnership with Dai-Ichi Kikaku in its home territory of Japan, in the U.S., Canada, Southeast Asia and Europe. Dai-Ichi Kikaku owns 2.44% of Omnicom. Many key managment changes came this year including the addition of Robert Huntington as corporate vice chairman-coo. He came over from chairman-ceo, Saatchi & Saatchi Advertising.

U.S. Accounts

Gained: Chicago—Buena Vista Home Video, Eveready Conductor Battery, Eversafe Safety Center, Frito-Lay, Michelob Dry, Ralston Purina Meow Mix. Los Angeles—Fred Hayman. New York—Clairol Professionals, New York State Lottery, Seagram, U.S. Aid Caribbean. San Francisco—Excelan, Navigation Technology. Washington—BF Saul Mortgage Co., Communications Plus, Luray Caverns, Oliver Carr, Parvizian, Southwestern Bell.

Lost: Chicago—Frigidaire, Hasbro. Denver—Columbia Savings. Hawaii—First Insurance, Spencecliff Restaurants. Los Angeles—Epi Prods. New York—Miles. San Francisco—Sun Diamon, Schlage Lock. Washington—Amcell, First Cellular, Steven Institute.

Foreign Accounts

Gained: Australia—E.R. Squibb & Sons, Glaxo Australia, Liberal Party of Australian Vic Div, Melbourne Tourism Authority-Melbourne, Michelin, Microsoft, Sky Channel, Unilever, Viva! Holidays-Sydney, Northern Building Society, United Distillers-Brisbane. Belgium—Buro Market, CPC Monda, Vander Elst. Canada—Cointreau, Maybelline, Royal Trust. Germany—Commodore, Cote D'or, Henkel, Hypobank, Mobil, Data Direct, Hamburg-Mannheimer, Kastner & Oehler, Telenorma-Rapp & Collins. Greece—Bayer Epipha, Bravo, European Popular Party, Hellenic Bottling, Mobil Oil Hellas, New Democracy Party. Hawaii—Spencecliff Restaurants. Japan—Nihon Michelin, Seagrams. Paris—Maison Du Cafe, Oval, Pampryl, Tobler, TV5. Netherlands—Claremont, Commelsch, Econocom, Miko. Portugal—Credipor, Euromarche, Habitat, Refrigor, Socartel. Singapore—Bluebell Trading, Hotel Meridien, Li & Fung, Motorola, Network Plus Four. Spain—Freixenet-Barcelona; Instituto Nacional de Industria, Instituto Nacional de Semillas-Madrid. Switzerland—Chirat, Jacobs Suchard Tobler, Johnson's Wax, Mobil Oil, Serco, Swiss Life, American Airlines. Taiwan—A/W, Kodak, Taiwan, Volvo. Thailand—Arrow Excellency Shirts, Guy Laroche shoes, Rockwell Co., Thai Asahi Glass, Thailand Exhibition & Mgmt. United Kingdom—Mobil, S.C. Johnson, Seagrams, Spanish Natl Tourist Office, Abbey Natl, IBM, Renault-MSW Rapp & Collins.

Lost: Australia—Ford Australia, Hickory Fashions-Melbourne; Advance Bank, Ansett Air Freight, Kitchens of Sara Lee-Sydney. Belgium—Blendax, Schaub Lorenz ITT. Canada—Levi, Quaker. Germany—Agip, Bertelsmann, Brauerbund. Greece—Synergal, Texaco. Netherlands—Ikea. Paris—Peugeot Motor, Reckitt. Singapore—Davidson Singapore. Spain—Beecham, Ebro Kubota, Knorr Elorza, Rossignol, Zurich-Barcelona; McCain-Madrid. Switzerland—Helvetica Insurance, Seagrams. Stockholm—Gulins, Molnlycke. Taiwan—Bristol-Myers, Epson. Thailand—Chase Manhattan Bank, Hoechst Pharma, Siam Commercial Bank. United Kingdom—3i, Automobile Assn-MSW Rapp & Collins.

Officers

Keith Reinhard, chmn & ceo-corp; John Bernbach, president-corp; Robert Huntington, vice chmn-coo, corp; Bernard Brochand, president-DDB Needham Intl; John Bradstock, corp exec vp; Gerald Germain, exec vp, cfo-corp; Lou Tripodi, exec vp, corp dir-public affairs; Peter Falcone, president-NY; Lawrence Iannuzzelli, Rein Luik, Peter Tate, exec vps-business unit heads, NY; Roy Lancaster, sr vp-business unit head, NY; Robert Mackall, Jack Mariucci, exec vps-exec creative dirs, NY; Page Thompson, exec vp, dir-media, NY; Joel Hochberg, president-Chicago; Susan Gillette, exec vp, dir-creative svcs, Chicago; Malcolm Mace, exec vp, dir-acct mgmt, Chicago; William D. Wells, exec vp, dir-mktg svcs, Chicago; John D. Hetherington, sr vp-business mgr, Chicago; Kathie McKirdy, sr vp, dir-human resources & admin, Chicago; James Crimmins, sr vp, dir-strategic planning & rsch, Chicago; Michael S. White, sr vp, dir-media, Chicago; David J. Zola, sr vp, dir-financial svcs, Chicago; Robert Freeman, president-Detroit; Peter J. Farago, sr vp-coo, Detroit; Robert A. Mancini, sr vp, dir-media, Detroit; Christian von Glasow, sr vp-mgmt super, Detroit; Joseph P. Landy, president-Washington; Richard L. Rogers, sr vp-acct group dir, Washington; Jim Kingsley, Brett Robbs, vps, co-creative dirs, Washington; Alan O. Pando, president-West; Martin Michael, vice chmn-West; Murielle Schulze, sr vp-finance, West; Dave Park, president-LA; Michael Pitts, exec vp-creative dir, LA; Vickie Gilbert, sr vp, dir-media, LA; Candy Deemer, Robert Saffell, sr vps-mgmt supers, LA; Ken Kaess, sr vp-LA; Stan Jones, sr vp-assoc creative dir, LA;Terry Alday, vp-financial dir, LA; Dennis Wilkinson, president-San Francisco; Brian Barnes, exec vp-creative dir, San Francisco; Rob Maywood, sr vp-mgmt super, San Francisco; Lorrie Perry, sr vp-media dir, San Francisco; Dick Girvin, president-coo, Retail; Martin Michael, chmn-Retail; Al Neish, exec vp-Retail; Ron Snyder, president-Denver; Lawrence Gold, exec vp-creative dir, Denver; Frank Valenti, chmn-Hawaii; Tom Gabriel, president-coo, creative dir, Hawaii; Norm Blackburn, exec vp-mgmt super, Hawaii; Nancy Yamaguchi, sr vp-finance, Hawaii; Lou Ann Benenatti, sr vp-acct svcs.

Phone: (212) 415-2000.

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 6.*

RANK 24

Della Femina, McNamee WCRS

New York

GROSS INCOME **$ 84** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	84.4	78.9	6.9
Volume	660.5	590.1	11.9
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	407.8	NA	NA
Materials & services	80.6	NA	NA
Capitalized fees	172.0	NA	NA

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	23.9	NA	NA
Consumer magazine	62.3	0.0	NA
Business publications	44.7	0.0	NA
Outdoor	3.1	0.0	NA
Spot TV	97.5	0.0	NA
Network TV	103.8	0.0	NA
Radio	35.9	0.0	NA
Direct response	35.3	0.0	NA
Other	1.3	0.0	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	991	947	4.6
Offices	11	10	10.0

1983 billings by major office

■ Office, City	Billings
Della Femina, McNamee WCRS, Los Angeles	130.7
Della Femina, McNamee WCRS, Pittsburgh	103.7
Della Femina, McNamee WCRS, Chicago	22.6
Della Femina, McNamee WCRS, New York	239.7
Della Femina, McNamee WCRS, Boston	163.8

Annual Review

DFM/WCRS, the result of the merger June, 1988, between HBM Creamer with Della Femina, Travisano & Partners within the WCRS Group, believes its greater scale and international reach makes it better positioned to gain new clients, as evidenced by new client additions: Pan American World Airways ($60 million annualized), W.A. Taylor ($10 million), United Artists ($8 million), New Visions ($8 million) and Cuisinart ($5 million). Growth from existing business totaled $50.9 million highlighted by Dow brands, American Isuzu Motors, Sheraton, Kinney Shoe Corp., additional brands from W.A. Taylor, Schering-Plough and A&W brands. Lost business totaling $13.1 million included Quintessence ($7 million annualized), Martlet ($4 million), NE Subaru Dealers ($2 million), Colombo Inc. ($1 million) and Hershey Pasta Group ($1 million). A 20% increase in billings is anticipated for 1989 expected from both current clients and new business.

U.S. Accounts

Gained: Pan American World Airways; W.A. Taylor; United Artists; New Visions; Cinetel; Safer Pesticides; Symbol Technologies; Cuisinart; Campbell Foodservice; McDonalds Northeast Coop; Wetterau Butler Div; Zip-Pak; Jiffy Lube; EPYX.

Lost: Quintessence; Martlet-Molsen Light; Northeast Subaru Dealers; Colombo Inc.; Hershey Pasta Group.

Officers

Jerry Della Femina, chmn & ceo-corp; Louise McNamee, president-coo, corp; William E. Sprague, Edward Eskandarian, vice chmns-corp; James Durfee, vice chmn, dir-corp creative svcs; Simon Bax, sr vp-cfo, corp; Edward A. Tedeschi, genl mgr-NY; Carl H. Kotheimer, exec vp, dir-media & mktg svcs, NY; Jamie Seltzer, exec vp-creative dir, NY; Allen M. Clark, exec vp-NY; Michael Jeary, James Smith, exec vps, group dirs-acct svcs, NY; Mary Hall, sr vp, dir-rsch, NY; Peter Stranger, president-LA; John Fuller, Betsy Hunter, Dennis Remsing; sr vps-mgmt dirs, LA; Ann Kalman, sr vp-media dir, LA; Albert Jay Rosenthal, chmn-Chicago; Jon A. Wiegand, vice chmn-Chicago; Geoffrey Charlton-Perrin, president-exec creative dir, Chicago; Tom Smith, president-Pittsburgh; Howard S. Gittins, chmn-Pittsburgh; Jody S. Lange, exec vp-creative dir, Pittsburgh; Cheryl Kroyer, sr vp-media dir, Pittsburgh; Michael H. Reingold, president-Boston; Richard L. Britton, exec vp-genl mgr, Boston; Ronald M. Lawner, exec vp-creative dir, Boston; John R. Gaffney, vp-media dir, Boston; Nola Anderson, sr vp-strategic devel dir, Boston.

Phone: (212) 886-4100.

RANK 45

Direct Marketing Group

New York

GROSS INCOME **$ 26** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	26.1	25.6	2.0
Volume	152.9	149.8	2.1
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	6.0	6.0	0.0
Materials & services	30.8	30.4	1.3
Capitalized fees	116.1	113.4	2.4

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Direct response	136.7	134.7	(3.3)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	637	688	(7.4)
Offices	6	6	NA

Annual Review

Returns for this direct response agency were up a minor 2% for 1988. Growth from existing client was minimal at a total of $600,000 and new business totaled $2.5 million. The agency would not comment on a forecast for 1989.

U.S. Accounts

Gained: Matchbox Toys; Bank One, Bank Leumi.

Lost: None.

Officers

John A. De Pasquale, chmn; Suti Prakash, Stephen N. Finkel, Theodore C. Krismann, sr vps; Paul R. Nelson, president-DMG2; George Bradbury, president-Response Comm; Myra Rothfeld, Judy Cohen, Lucille Guardala, vps; Michael Pennette, sr vp.

Phone: (212) 355-2530.

RANK 33

W.B. Doner & Co.

Southfield, Mich.

GROSS INCOME: **$ 42** MILLION

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	41.9	40.6	3.1
Volume	303.3	270.1	12.3
■ U.S.	**1988**	**1987**	**% chg**
Gross income	37.0	37.6	(1.7)
Volume	268.7	247.2	8.7
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	160.7	171.9	(6.5)
Materials & services	45.7	47.1	(3.0)
Capitalized fees	62.3	28.3	120.6

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	12.8	15.7	(18.8)
Consumer magazine	12.3	12.7	(3.6)
Outdoor	4.5	2.9	51.8
Spot TV	87.8	84.1	4.4
Network TV	10.7	12.6	(14.6)
Radio	29.7	38.5	(22.9)
Direct response	5.3	11.4	(53.3)

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	523	501	4.4
Offices	8	8	NA
■ U.S.	**1988**	**1987**	**% chg**
Employees	500	484	3.3
Offices	6	6	NA

1988 billings by major office

■ Office, City	Billings
W.B. Doner & Co., Detroit	121.5
W.B. Doner & Co., St. Petersburg	30.8
W.B. Doner & Co., Cleveland	10.4
W.B. Doner & Co., Los Angeles	2.6
W.B. Doner & Co., Chicago	16.0
W.B. Doner & Co., Baltimore	87.4

Annual Review

Domestically, billings were up 8.7% for 1988 with new business including New England Ford Dealers estimated at $12 million annualized and Arby's of Pittsburgh estimated at $2 million. Overseas, billings jumped 50.7% as a London office was opened to service the European business from British Petroleum Co. which already uses Doner for its U.S. advertising. The new account is estimated at $30 million. Both healthy gains brought a worldwide increase in billings of 12.3%. The agency had a special hand in the Olympics, contributing creative for Baltimore-based Century Importers' Calgary Beer—

a promotional tie in for the Winter Games

U.S. Accounts

Gained: AAA, New England Ford Dealers, Arby's of Pittsburgh, Shopko, Shasta, Campbell Soup, Consolidated Stores, Snyder of Berlin

Lost: None

Officers

W.B. Doner, chmn exec comm; H.D. Fried, chmn; James Dale, vice chmn corp creative dir; Michael Shapira, president Detroit; William Hooper, president Baltimore

Phone: (313) 354-9700

RANK
44

Doremus & Co.

New York
GROSS INCOME **$ 27** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	26.5	28.0	(5.1)
Volume	188.5	201.2	(6.3)
■ U.S.	**1988**	**1987**	**% chg**
Gross income	25.6	27.1	(5.7)
Volume	181.0	194.5	(6.9)
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	153.0	161.5	(5.3)
Materials & services	[illegible]	NA	NA
Capitalized fees	28.0	33.0	(15.2)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	85.0	90.0	(5.6)
Consumer magazine	5.0	63.0	(92.1)
Business publications	43.0	54.0	(20.4)
Farm publications	10.0	0.5	1,900.0
Outdoor	0.6	1.3	(53.8)
Spot TV	5.0	3.3	51.5
Cable TV	2.8	3.3	(15.2)
Radio	1.6	3.3	(51.5)

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	312	298	4.7
Offices	7	6	16.7
■ U.S.	**1988**	**1987**	**% chg**
Employees	305	291	4.8
Offices	6	5	20.0

1988 billings by major office

■ Office, City	Billings
Doremus & Co., Kansas City, Mo	10.0
Doremus & Co., San Francisco	8.0
Doremus & Co., Boston	16.0
Doremus & Co., Chicago	11.0
Doremus & Co., Los Angeles	3.0
Doremus & Co., New York	133.0

Annual Review

This financial services and business-to-business agency suffered a 6.9% billing's loss domestically and a 6.3% drop worldwide. Doremus Porter Novelli was spun off in 1988 and prior-year figures were adjusted to reflect current year agency lineup. Omnicom, the agency's parent, folded Fletcher/Mayo/Associates' operations into Doremus in order to limit too many factions competing against each other. It opened a Kansas City office with 30 F/M/A employees as a result of the merger.

U.S. Accounts

Gained: ABD Securities; Alaska Industrial Devel & Export; Arizona Bank; Banc One; Barclays Visa Travelers Cheques; CPC Intl; Canadian Imperial Bank of Commerce; Capital Resource Partners; Castle Harlan; Cazenova; Citizens Fidelity Bank & Trust; Clapp & Eisenberg; Commerzbank Aktiengesellschaft; Compuserve Data Technologies; Connecticut Natl Bank; Copenhagen Handelsbank; Elitzer Associates; Executive Hills; Farmland Industries; First Interstate Capital Co. of Texas; First Natl Bank of Georgia; First Natl Bank of Louisville; Firstier Bank N.A. Omaha; Robert M. Fomon; GE Aircraft Engines; Girozentrale Vienna; Glickenhaus & Co.; Goldenberg Assoc.; Hand Tool Institute; Henry Kaufman & Co.; Jesup & Lamont Securities Group; Johnson & Wales University; Middleton & Co.; Minolta Planetariums; Neponset Valley Health System; Prudential Insurance Co. of America; Ramert Wilson & Co.; Joseph T. Ryerson & Son; Southern California S&L Assn.; Source Securities; Urfer (R.P.) & Co.; Wasserstein, Perella & Co.

Lost: CFM Intl

Foreign Accounts

Gained: Barons Financial Svcs; Daiwa Europe; Deutsche Bank Capital Markets Ltd.; Linklaters & Paines; Scotia McLeod Sumitoma Trust & Banking

Lost: None

Officers

Curtis R. Troeger, chmn & ceo; W. Dean Genge, exec vp, dir acct svcs; Carl Anderson, exec vp/cfo; John Garre, exec vp creative dir; Raymond Zipko, exec vp-adv; John Eckelberry, president financial adv; Charles E. Gay, Dale Kesel, Cynthia Pierce Belak, Philip C. Sievers, sr vps-adv

Phone: (212) 964-0700

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 6.*

RANK
70

Eisaman, Johns & Laws

Los Angeles
GROSS INCOME **$ 16** MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	16.1	14.9	8.4
Volume	111.5	102.2	9.1
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	92.8	87.3	6.3
Materials & services	11.7	8.2	43.0
Capitalized fees	7.0	6.7	4.9

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	7.4	6.4	15.6
Consumer magazine	32.8	29.1	12.7
Business publications	1.9	1.9	0.0
Outdoor	3.8	3.7	2.7
Spot TV	18.2	11.7	55.6
Network TV	13.9	16.1	(13.7)
Cable TV	3.4	3.3	3.0
Radio	11.4	12.3	(7.3)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	199	168	18.5
Offices	3	3	NA

1988 billings by major office

■ Office, City	Billings
Eisaman, Johns & Laws, Chicago	26.1
Eisaman, Johns & Laws, Houston	26.0
Eisaman, Johns & Laws, Los Angeles	59.4

Annual Review

Both EJL/Chicago and EJL/Houston expanded into larger offices, with EJL/Los Angeles to follow this year in anticipation of 10% or more growth in billings for 1989. New business totaling $8.1 million along with $4.5 million in growth from existing business helped lift billings 9% for 1988. Major new business came from Canadian Club Whiskey, Stylus One and Pendleton Menswear division. Existing clients Neutrogena and Great Chicago Chevrolet Assn. were major contributors as well. The $3.2 million in lost business came from resigned accounts: Tropic-Cal ($650,000), Saudi Arabian Airlines ($350,000) and Inland Empire Chevrolet Assn. ($300,000). The agency also lost Woman's Fashions ($1.2 million) and G.

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THE IMAGE BANK

Heileman Brewing ($675,000).

U.S. Accounts

Gained: Canadian Club Whiskey; Irish Mist Liqueur; Stylus Inc.; Pendleton Woolen Mills.

Lost: Tropic-Cal; Saudi Arabian Airline; Inland Empire Chevrolet Assn.; Prisma Corp.; G. Heileman Brewing Co.

Officers

J.R. Eisaman, chmn; Robert F. Laws, corp president; Dennis R. Coe, Dean R. Laws, presidents-div; Richard J. Westman, president-Southwest div, Houston; Michele de Maio, exec vp-genl mgr, Chicago; James F. Benson, exec vp-exec creative dir; Jack L. Leener, exec vp-mgmt super.

Phone: (213) 469-1234.

RANK
54

Evans Communications

Salt Lake City
GROSS INCOME $ 22 MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	22.1	22.8	(3.1)
Volume	147.5	152.0	(3.0)
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	81.1	83.6	(3.0)
Materials & services	24.4	25.9	(5.8)
Capitalized fees	42.0	42.5	(1.2)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	16.9	20.0	(15.6)
Consumer magazine	10.1	12.1	(16.6)
Business publications	2.8	0.0	NA
Outdoor	1.4	3.4	(59.9)
Network TV	32.6	32.8	(0.5)
Radio	18.0	15.3	17.9

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	336	342	(1.8)
Offices	9	10	(10.0)

1988 billings by major office

■ Office, City	Billings
Evans Communications, Salt Lake City	22.0
Evans, Los Angeles	16.0
Evans, Dallas	12.0
Evans, Denver	11.5
Evans/Kraft, Seattle	57.5
Evans, San Francisco	14.0
Evans, Phoenix	14.5

Annual Review

New business from Godfathers Pizza ($4 million annualized), Frederick & Nelson ($3 million), Keystone Resort ($2 million), Timex ($2 million) and Hamburger Hamlet restaurants ($1.5 million), along with $6 million in growth from existing business wasn't enough to offset decreases from lost business totaling $20.5 million in 1988. Accounts that were lost came from Gibraltar Savings ($10 million), Pizza Hut ($4 million), Raleigh ($1 million) and Famous Restaurants ($1.5 million), leaving the agency's billings 3% under 1987 returns. A brighter 1989 is unfurling, influenced by a 7% growth clip in new business, budget increases from existing clients and returns from two design studios acquired by the agency during 1988.

U.S. Accounts

Gained: Godfathers Pizza; Keystone Resort; Frederick & Nelson; Timex; Hamburger Hamlet; KGO Radio; Baby's Choice; Geneva Steel; Phoenix Suns; Taco Time; Washington Egg Commission.

Lost: Gibraltar Savings; Pizza Hut; Raleigh; Famous Restaurants; Viacom Cable; Intl Fitness Center; Darigold; Westin Resort; Vail & Denver.

Officers

Jon L. Johnson, president-ceo; L. Glen Snarr, chmn; Charles L. Bartholomew, president-Evans SLC; Donald B. Kraft, president-Evans Kraft; M. Terrence Lynch, president-Evans San Francisco; Thomas A. Weinberg, president-Evans Los Angeles; R. Webb Sherrill, president-Evans Dallas.

Phone: (801) 364-7000.

RANK
60

Fahlgren & Swink

Parkersburg, W. Va.
GROSS INCOME $ 19 MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	18.9	17.8	6.4
Volume	126.2	118.6	6.4
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	49.2	45.9	7.3
Materials & services	11.3	10.4	9.5
Capitalized fees	65.6	62.4	5.2

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	5.3	5.2	2.3
Consumer magazine	5.0	4.3	17.6
Business publications	8.9	10.4	(14.3)
Outdoor	1.7	1.7	1.2
Spot TV	17.5	19.6	(10.3)
Network TV	11.1	5.2	113.7
Cable TV	0.5	[illegible]	(59.4)
Syndicated TV	0.1	0.0	NA
Radio	11.0	9.6	14.7
Other	[illegible]	2.2	(2.7)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	284	303	(6.3)
Offices	8	7	14.3

1988 billings by major office

■ Office, City	Billings
Fahlgren & Swink, midwest	71.7
Fahlgren & Swink, southeast	54.5

Annual Review

Lintas:New York bought this agency in 1988, which recorded a 6.4% increase in U.S. billings based on $6.3 million in new business and $4.8 million in increased budgets from continuing clients that offset $3.6 million in lost business. The recent acquisition of additional business from McDonald's in Florida and the opening of an office in Ft. Lauderdale together with expected new business and increased existing business has put billings growth estimates for 1989 at 10%.

U.S. Accounts

Gained: Quaker State; The Greenbriar; Opti-World; GE Plastics; Stanley Steemer; Sun City Center Corp.

Lost: Elanco Products Co.; Glass Packaging Institute; Piper Aircraft.

Officers

H. Smoot Fahlgren, chmn & ceo; C. Richard Fisher, president & creative dir; James W. Swearingen, vice chmn-ceo; Vincent J. Backley, William W. Kight, vice chmns; William J. Farson, treasurer-cfo; Robert F. Guirlinger, secretary; Blaine E. Gutermuth, chmn-exec comm; Donald H. Rice, chmn-Atlanta; Bob Kane, vice chmn-Atlanta; Tim Seifert, president-Cincinnati; R. Daniel Dahlen, sr vp, dir-client svcs; Steve Drongowski, president-Toledo; John Ferry, president-Parkersburg; Rodney B. Stegall, exec vp-corp creative svcs; Regis Napolitano, sr vp, dir-mktg & media svcs; Gary Ramsey, sr vp.

Phone: (304) 424-3591.

RANK
68

Fallon McElligott

Minneapolis
GROSS INCOME $ 17 MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	16.5	13.6	21.5
Volume	131.4	108.4	21.2
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	95.3	78.1	22.1
Materials & services	18.5	17.8	3.8
Capitalized fees	17.6	12.5	40.2

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	3.3	5.7	(41.9)
Consumer magazine	14.6	15.5	(5.3)
Business publications	13.7	8.7	58.1
Outdoor	0.7	1.3	(48.4)
Spot TV	36.3	32.6	11.2
Network TV	22.7	10.4	118.3
Radio	4.0	3.9	1.9

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	130	127	2.4
Offices	1	1	NA

Annual Review

The shop regained much of the volume lost early in 1988. Any short-term impact caused by the December 1988 departure of creative director and co-founder Thomas J. McElligott is hard to assess. Billings for 1988 were up a hefty 21.2% but only 5-10% growth is anticipated for 1989. The bulk of the increase for '86 came from existing clients supported by boosts from Federal Express, Lee Jeans, Porsche and Timex. Losses totaled $20 million, primarily from US West, *Wall Street Journal*, Godfather's Pizza and WFLD-TV, Chicago. Mr. McElligott was succeeded by Pat Burnham but his name remains part of the agency title thus far.

U.S. Accounts

Gained: Fragrance Mktg Group, Pro Group, Time-Life Books, *US* magazine; Weyerhaeuser Paper.

Lost: Brooks Shoes, *Wall Street Journal*; US West.

Officers

Patrick Burnham, creative dir; Patrick Fallon, chmn; Irving Fish, cfo; Fred Senn, dir-acct svcs; Steven Sjoblad, president.

Phone: (612) 332-2445.

RANK
5

FCB-Publicis

Chicago
GROSS INCOME $ 653 MILLION ✓

Income & volume

($ in millions)

■ [illegible]wide	1988	1987	% chg
[illegible]me	653.3	518.5	26.0
[illegible]	4,357.6	3,458.3	26.0
[illegible]	**1988**	**1987**	**% chg**
Gross [illegible]me	273.7	242.7	12.8
Volume	1,825.8	1,618.7	12.8

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	73.4	85.7	(14.4)
Consumer magazine	114.2	158.9	(28.1)
Sunday magazines	2.2	1.4	52.4
Business publications	49.8	29.5	68.9
Medical journals	22.9	32.2	(28.7)
Free-standing inserts	0.1	0.0	NA
Outdoor	10.3	10.7	(3.0)
Spot TV	358.5	392.5	(8.7)
Network TV	405.6	403.5	0.5
Cable TV	43.5	34.8	25.0
Radio	87.0	86.5	0.6
Direct response	169.2	150.6	12.4
Sales promotion	80.8	60.8	32.9
Other	64.1	51.3	25.1

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	7,661	6,834	12.1
Offices	139	101	37.6
■ U.S.	**1988**	**1987**	**% chg**
Employees	3,081	2,888	6.7
Offices	35	26	34.6

1988 billings by major office

■ Office, City	Billings
FCB, Los Angeles	272.0
FCB, Chicago	540.0
FCB, San Francisco	270.0
FCB-Leber Katz Partners, New York	470.0
Albert Frank-Guenther Law, New York	52.4
Albert Frank-Guenther Law, San Francisco	2.9
IMPACT, Chicago	80.8
Krupp Taylor USA, Los Angeles	NA
Lewis Gilman Kynett, Philadelphia	128.0
Smith-Hemmings-Gosden, El Monte, Calif.	NA
VICOM/FCB, San Francisco	NA
Wahlstrom & Co., Stamford, Ct	NA

Annual Review

On May 17, 1988, Foote Cone & Belding Communications and Publicis Inc. entered into an agreement to form a global business merger of all advertising and specialized communication operations in Europe. And in addition, an exchange of shares (Publicis owns 20% of FCB and FCB owns 26% of Publicis) and directors was made. The combined agency's figures appear as if the merger took place at the beginning of 1987, and as a result, overseas billings accounted for 58.1% of total worldwide billings and were up 37.6%. Domestic billings rose 12.8% to give a worldwide increase of 26%. The agencies big wins came from RJR Nabisco, Ashton-Tate, Mattel, Payless Cashways, Brown-Forman, Wisconsin Milk Mktg Board, Parfums Stern and Ballentine's. Major loses were Denny's, Frito-Lay, Long John Silver's and Gillette/U.K.

U.S. Accounts

Gained: Chicago—U.S. League of Savings Institutions, Quintessence, Wisconsin Milk Mktg Board, Payless Cashways, Pearle Health Svcs. New York—RJR Nabisco, Brown Forman Beverages, Marriott Hotels. Los Angeles—Ashton-Tate, Mattel Hot Wheels, Mattel new prods; Krause's Sofa Factory. San Francisco—Ballantine's, Parfums Stern, Robert Half/Account Temps.

Lost: Chicago—Frito-Lay, Long John Silver's restaurants, Lunch Bucket. Los Angeles—Denny's restaurants. San Francisco—Alaska Div. of Tourism, Mervyn's.

Foreign Accounts

Gained: Copenhagen—Duracell batteries, Codan Insurance. Frankfurt—Beecham, RJR Nabisco, S.C. Johnson. Hamburg—NDR Radio. Italy—S.C. Johnson. London—Kimberly-Clark, Fujitsu. Paris—Ballantine's, S.C. Johnson. Spain—Beefeater's Gin, RJR Nabisco, Cadbury-Schweppes. Sweden—Schweppes. Brazil—Citicorp/Diner's Club. Colombia—Kimberly-Clark. Siboney, NY—RJR Nabisco. Hong Kong—7-Eleven Stores. Sydney—Hoover. Thailand—Nestle.

Lost: Frankfurt—Wrigley. Italy—Lego, Panasonic. London—Gillette, Citicorp/Diner's Club. Portugal—S.C. Johnson, Ford. Siboney, NY—Citicorp, Sandoz.

Officers

Norman W. Brown, chmn & ceo, FCB; Stanley H. Katz, vice chmn-FCB; Abbott C. Jones, president-coo, FCB; W. Bruce Mason, chmn-FCB Central; Thomas F. Randolph, chmn-FCB West; Craig R. Wiggins, chmn & ceo, Publicis & FCB Europe; Antonio S. Beja, chmn-FCB Latin America, Pacific, Africa; Willard R. Wirth Jr., exec vp-corp resources; Charles H. Gunderson Jr., sr vp, secretary-treasurer, FCB; Dale F. Perona, sr vp-controller, FCB; Greg Blaine, sr vp, dir-corp resources & devel, FCB; Maurice Levy, chmn & ceo, Publicis; Claude Marcus, vice chmn-Publicis; Gerard Pedraglio, exec vp-Publicis; Jean-Paul Morin, sr vp-Publicis.

Phone: (312) 751-7000.

RANK
66

Thomas G. Ferguson Associates

Parsippany, N.J.
GROSS INCOME $ 17 MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	16.9	12.9	30.5
Volume	102.1	84.1	21.3
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	0.8	0.4	84.2
Materials & services	10.6	8.5	24.8
Capitalized fees	90.7	75.2	20.6

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	0.0	0.1	NA
Consumer magazine	0.1	0.0	NA
Medical journals	5.2	5.7	(9.1)
Free-standing inserts	0.1	0.0	NA
Transit	0.0	0.1	NA
Point of sale	0.1	0.0	NA
Cable TV	0.1	0.2	NA
Radio	0.0	0.1	NA
Other	1.6	0.9	74.2

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	110	100	10.0
Offices	1	1	NA

Annual Review

A healthy $10.1 million in new business and $8.5 million in increased budgets propelled this healthcare agency's billings by 21.3% in 1988. Growth this year is expected to come from existing business, especially from two new FDA-approved drugs that clients will be introducing during the year.

U.S. Accounts

Gained: Ortho Derm; Organon; Abbott Laboratories; Janssen; Warner-Lambert Intl.

Lost: Wallace Laboratories.

Officers

Thomas G. Ferguson, chmn & ceo; John F. Zweig, president & coo; Pamela A. Rossetti, exec vp-chief financial & admin officer; German Bustos, sr vp, dir-creative svcs; Robert P. Muratore, sr vp-mgmt super; John P. Szlasa, sr vp, genl mgr-promo/comm div; Edward Keegan, John C. Puleo, Matthew Seymour, Maria Spellman, Marne Weaver, vps-acct group supers; Edward J. Gorzalski, vp-mkt planning, mktg, rsch & media svcs.; Elena Secula, vp, dir-creative admin; Myles Tierney, vp-group copy super; Philip Wiener, vp-group art dir; Edward Sapp Jr., genl mgr-Health Technologies Group; Thomas Swan, genl mgr-Ferguson Direct; Thomas G. Higgins MD, dir-medical & scientific svcs; Philip Brody PhD, dir-clinical pharmacology; Susan DiDonato, dir-acct coord; Ralph Mola, dir-prod & purchasing.

Phone: (201) 884-2200.

RANK
73

Gardner Advertising Co.

St. Louis
GROSS INCOME $ 16 MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	15.8	15.8	0.0
Volume	106.0	106.0	0.0
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	106.0	106.0	0.0
Materials & services	0.0	NA	NA
Capitalized fees	0.0	NA	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	147	147	0.0
Offices	5	5	NA

Annual Review

Wells, Rich, Greene, Gardner's parent, reported returns separately this year which put the agency as its own entry on the top 100 list. Returns for the agency remained unchanged last year at $106 million. Agency would not comment on a forecast for 1989.

U.S. Accounts

Gained: Eckerts Inc.; Illinois Central railroad.

Lost: None.

Officers

John Fox, exec vp-genl mgr; Sue Chapman, exec vp-creative dir; Jim Perabo, exec vp-mgmt rep.

Phone: (314) 444-2000.

RANK
61

Geer, DuBois

New York
GROSS INCOME $ 18 MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	18.0	17.3	4.3
Volume	120.0	115.0	4.3

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	9.0	8.0	12.5
Consumer magazine	36.0	34.0	5.9
Business publications	2.0	1.0	100.0
Farm publications	1.0	1.0	0.0
Outdoor	8.0	7.0	14.3
Transit	1.0	2.0	(50.0)
Spot TV	40.0	38.0	5.3
Network TV	16.0	17.0	(5.9)
Cable TV	3.0	3.0	0.0
Radio	3.0	3.0	0.0
Direct response	1.0	1.0	0.0

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	190	170	11.8
Offices	1	1	NA

Annual Review

A moderate 4.3% increase in billings resulted from a split of $3 million from the newly acquired Sony Corp. account and $3 million from increased budgets from existing clients. Only $1 million in billings was lost from the sole departing account, Grisanti's. A projection of 15% growth is expected in 1989 from increasing client budgets and new business.

U.S. Accounts

Gained: Sony Corp.

Lost: Grisanti's.

Officers

Peter Geer, president; John Allen, exec vp, dir-client svcs; Steve Olderman, exec vp-creative dir; Doria Steedman, exec vp, dir-agency oper; James Adair, sr vp-exec art dir; Rea Brown, sr vp-group creative super; Joseph Bruce, sr vp-mgmt super; Diane Dennis, sr vp, dir-personnel & office svcs; David Esbrook, Michael Garcia, Kenneth Heidelberg, sr vps-mgmt supers; David Idema, Glenn Kaplan, Robert Kilzer, Marce Mayhew, sr vps-group creative dirs; Timothy O'Leary, sr vp-mgmt supers; Edward Parella, treasurer.

Phone: (212) 741-1900.

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 6.*

RANK
10

Grey Advertising

New York
GROSS INCOME **$ 433** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	432.8	369.2	17.2
Volume	2,886.5	2,462.0	17.2
■ U.S.	**1988**	**1987**	**% chg**
Gross income	227.9	218.2	4.5
Volume	1,520.3	1,455.4	4.5
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	1,385.9	1,360.0	1.9
Materials & services	0.0	NA	NA
Capitalized fees	134.4	95.4	40.9

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	99.6	110.2	(9.6)
Consumer magazine	162.9	155.1	5.0
Outdoor	37.5	57.2	[illegible]
Point of sale	0.0	43.5	NA
Spot TV	315.9	330.4	(4.4)
Network TV	511.0	507.2	0.7
Cable TV	47.2	40.8	15.6
Radio	61.1	62.6	(2.4)
Direct response	108.0	92.5	16.8
Sales promotion	49.0	0.0	NA

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	5,690	4,460	27.6
Offices	165	155	6.5
■ U.S.	**1988**	**1987**	**% chg**
Employees	2,015	2,165	(6.9)
Offices	3	4	(25.0)

1988 billings by major office

■ Office, City	Billings
Grey Advertising, New York	1,396.5
Grey Advertising, Chicago	NA
Grey Advertising, Los Angeles	145.2
Grey Advertising, San Francisco	58.3

Annual Review

Europe represents a major opportunity for Grey. In 1988 the agency claims to have been the fastest growing agency group in that arena, itself the fastest growing advertising market in the world. Grey is now among the top 10 agency networks in Europe and is its leading global independent. In addition to new business totaling $158.7 million in 1988, other growth of $292.6 million came from existing accounts including Block Drug's 2000 Flushes, Corning's Revere Ware, General Food's Post Croonchy Stars, Lucky Store's Advantage Stores and Mitsubishi's Eclipse Auto. Only $61 million was subtracted because of lost business.

U.S. Accounts

Gained: New York—Dove Intl., Olympic Coins, Pan Am Shuttle. Western div.—Mag Instruments, Transamerica Life Cos.

Lost: New York—Borden household prods., Procter & Gamble. Western div—Kroy Inc., Westin-San Francisco Airport Hotel.

Foreign Accounts

Gained: Argentina—Cadesa, Seguros de Retiro. Australia—Faber-Castell, Remington, Shop-Rite. Austria—Blendax, Danube Cruises America, Made in Austria, Vienna Tourist Board. Belgium—Blendax, Bongrain, Euro Shoe. Canada—Wyse Technology, Block Drug, Canon, Columbia Pictures of Canada, Distillers Company, Henkel, Hotpoint, Kohler, Playtex, Southex/Tracon Exhibitions. Chile—Squibb, Sunoco, Van Heusen, Vina Cousino Macul. Denmark—Hertz. Finland—Helsingin Sanomat. France—Bayer, Brown & Williamson, Corning, General Foods, Honda, Revillon, Wyse Technology. Germany—BASF, Beiersdorf, Blendax, Corning, Jotun, Pay TV, Wyse Technology. Hong Kong—Beecham, Nike, Wyse Technology. Italy—Amplifon, Banco Ambrosiano, Corning, Regina, Snappy. Japan—Ajinomoto, Armor-All, Kohler, Mitsuhisa, Remington. Malaysia—APCOT, Armitage Shanks. Mexico—BankAmerica, Bristol Myers. Netherlands—Bayer, Hoechst Holland, Hooge-Hays, Rhone-Poulenc. New Zealand—Lederle Laboratories, NEC, Reckitt & Colman. Norway—3M, Dept. of Consumer Affairs, Fred Olsen Lines, Unisys, Yves Saint Laurent. Peru—Custer Sportswear, Electrolux. Philippines—AW&W Restaurants, STP, Warner Bros. Puerto Rico—Block Drug, WKAQ-TV. Singapore—Philips, Timezone. Spain—Bodegas Riojanas, Corning. South Africa—Gypsum Industries, Hidroelectrical, SER. Sweden—Corning, Hansa. Switzerland—Geberit, Pioneer, Unident. Thailand—Bangkok Bank, Regent Group. Taiwan—1989 Taipei International Marathon, Armor All, Chicco. U.K.—3M, Bacardi, Corning, Rothmans, Wyse Technology. Uruguay—Arnaldo C. Castro. Venezuela—Digital, Quaker Oats, Swissair, Warner Bros.

Lost: Argentina—Hyspamerican Ediciones Argentinas, Massalin Particulares. Australia—Edgell Birds Eye. Austria—Heublein Ltd., Kaindl, Mobil, Novotel, Pioneer. Belgium—Bancontact, Banque Bruxelles Lambert, Cinzano, Inter-Continental. Canada—Barbardos Board of Tourism, Canada Packers Ltd., Hoeschst Canada Inc., Hotpoint. Chile—Calaf S.A., Radio Mineria, Sudaamericana de Vapores, Telex Chile. Denmark—Bodum Design, NCR Danmark, Sterling Airways. France—Coudray, Groupe Pasquier, Le Clip, Soupledur-Curver. Germany—Deutsche Bank, Eduscho, Northwest Airlines, Pfanni Werke, Schulte & Dieckhoff Gmbh. Hong Kong—Government of India Tourist Office, Honeywell, Irish Dairy Board, Konica Hong Kong, Wrangler. Italy—Busnelli. Japan—Hallmark, Smile 40 Ex Quicks. Malaysia—Dumex, Dunkin' Donuts, Yves Saint Laurent. Mexico—Carter Wallace. Netherlands—Bongrain, Dutch Tourist Office, Lindt & Sprungli. New Zealand—Fram (NZ) Ltd., Morrow Taylor Group, Upjohn. Norway—Agfa Gevaert, Lion Tours, Progas. Peru—Peruinvest. Philippines—Electrolux, J&P Coats. Puerto Rico—Malrite Communications Group. Singapore—Les Must de Cartier, Shriro. South Africa—Calvin Klein, Cock-A-Doodle Stores, Fotocity. Spain—Clarks, Le Clip. Sweden—Alberto Culver, Molnycke Konsumer. Switzerland—Le Clip. Taiwan—Arby's, Christian Dior, Dunkin' Donuts. Thailand—Air Lanka Co., The Mall. U.K.—AES Data, A.H. Robins, Max Factor, Mennen, Saudi Arabian Airlines, Sun Life, Woolrest. New Zealand. Uruguay—Bank of London, Boehringer Ingelheim.

Officers

Edward H. Meyer, chmn & president; Robert L. Berenson, exec vp-admin; Alan B. Fendrick, exec vp, treasurer, secretary; Barbara S. Feigin, exec vp, dir-strategic svcs; Richard M. Karp, exec vp, dir-creative svcs; Alec Gerster, exec vp, dir-media & programming; Stephen A. Novick, exec vp, dir-broadcast prod.

Phone: (212) 546-2000

RANK
57

Griffin Bacal

New York
GROSS INCOME **$ 20** MILLION

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	20.0	21.2	(5.7)
Volume	155.8	165.7	(6.0)
■ U.S.	**1988**	**1987**	**% chg**
Gross income	18.4	20.5	(10.2)
Volume	143.9	160.4	(10.3)
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	116.7	134.2	(13.0)
Materials & services	27.2	26.2	3.8
Capitalized fees	0.0	NA	NA

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	1.1	0.8	40.6
Consumer magazine	5.7	12.1	(52.6)
Business publications	0.6	0.0	NA
Spot TV	79.0	92.3	(14.4)
Network TV	27.0	27.0	(0.2)
Cable TV	3.3	2.0	65.6

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	187	211	(11.4)
Offices	2	2	0.0
■ U.S.	**1988**	**1987**	**% chg**
Employees	176	200	(12.0)
Offices	1	1	NA

Annual Review

Billings in 1988 were down $9.9 million because of lower spending from clients Hasbro Inc. and Commodore Business Machines, as well as the loss of Stride Rite Footwear business worth $1.7 million. The agency expects overall 1989 growth of at least 6% over 1988 based on account gains, including Sharp Electronics ($15 million in annualized billings started in February 1989), Gillette Oral-B ($1 million) and Milton Bradley in the U.K.

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REALTOR®

Discover 790,073 New Markets:
REALTORS®

Source: BPA December '88.

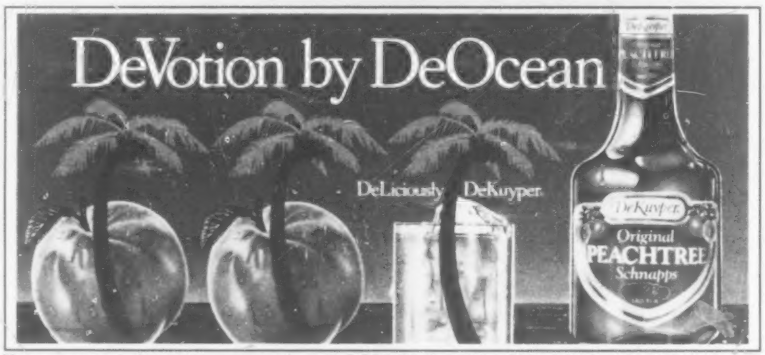
AGENCY OF THE YEAR: RUNNER-UP

BBDO's creative stays hot; star-studded lineup grows

Past success, awards keep pressure on new work for such major spenders as Pepsi, Dodge and Apple

DODGE DAYTONA SHELBY
THE NEW SPIRIT OF DODGE

For longtime client Dodge, BBDO talks about "total performance" and "The new spirit of Dodge" in its multimedia campaign.



How many variations on a pun can there be? BBDO's bag of verbal tricks for client DeKuyper's seems to be far from empty.

Steady creative craftsmanship won runner-up honors for New York-based BBDO. The agency continued to wow consumers (and ad award judges) with its work for Pepsi-Cola Co. In last year's cola war celebrity battle, BBDO and Pepsi continued to make use of Michael Jackson and Michael J. Fox, and added more personalities, including actress Teri Garr, America's Cup winner Dennis Conner and—briefly—boxer Mike Tyson.

In another case of tough-act-to-follow, BBDO brought out its "wedding" commercial for Du Pont as successor to the acclaimed Bill Denby spot featuring a Vietnam vet playing basketball on artificial legs. The wedding spot—also a heart-tugger—features a bride who earlier was in an auto accident but was saved from facial scars because of Du Pont's part in a windshield that shatters outward.

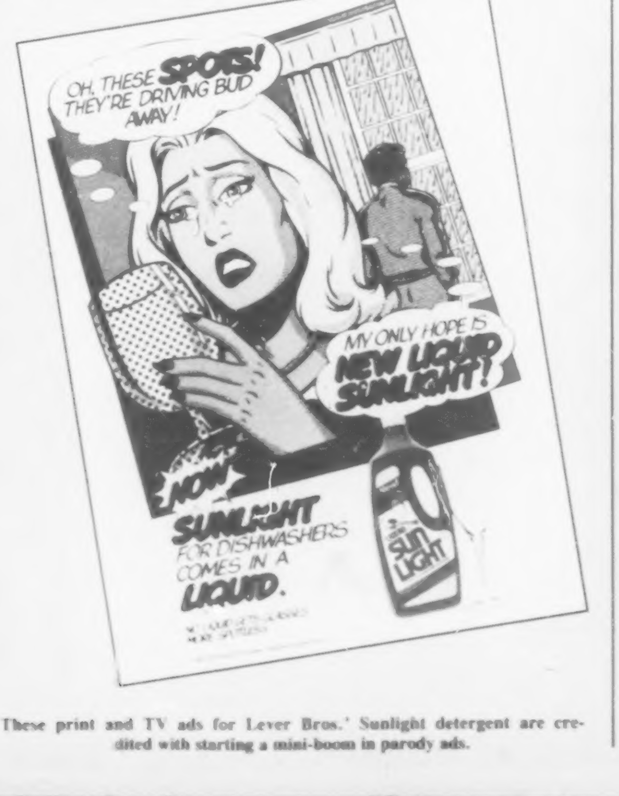
The agency also met the challenge of keeping up the quality of its Macintosh spots for Apple Computer, drawing applause for several of the low-key but effective commercials.

BBDO's 1987 work led the Clios with six awards, and also scored big in the International Film & TV Festival.

This year BBDO added part of a celebrity for Campbell Soup Co.'s Home Cookin' soups: the voice of actor James Stewart. He's not identified, but BBDO says research shows he's recognized.

Among the other creative work that won praise from AD AGE editors: Gillette Co.'s Atra shaving system ("The best a man can get"), Oppenheimer Fund's spot featuring New York Giant Jim Burt trying his hand at ballet, some of its spirited "New spirit of Dodge" work and DeKuyper's lively print campaign.

Recently, Allen Rosenshine returned to BBDO as chairman-ceo. He had been chairman of parent Omnicom. Bruce Crawford returned as president-ceo of Omnicom after a stint as general manager of New York's Metropolitan Opera. ☐


OH, THESE SPOTS! THEY'RE DRIVING BUD AWAY!
MY ONLY HOPE IS NEW LIQUID SUNLIGHT!
NOW
SUNLIGHT FOR DISHWASHERS COMES IN A LIQUID.

These print and TV ads for Lever Bros.' Sunlight detergent are credited with starting a mini-boom in parody ads.

PEPSI
THE CHOICE OF A NEW GENERATION

Beachgoers in this Pepsi-Cola spot "ouch" their way across hot sand to get to the Pepsi booth.

U.S. Accounts

Gained: Miles Inc.; Gillette Co.; Montgomery Sugar; Sharp Electronics Corp.

Lost: Stride Rite Footwear.

Foreign Accounts

Gained: Milton Bradley

Lost: None

Officers

Thomas L. Griffin, president; Joe Bacal, exec vp, dir-creative svcs; Paul Kurnit, exec vp-cso; Arthur Heller, exec vp, dir-media; Lenny Leokum, exec vp-creative dir; Christopher Mill, exec vp, dir-new business; Marsha Badanes, Arnie Berger, Norman Hajjar, Robert Horne, sr vps-group dirs; William J. Beihl, sr vp-cfo; David Biebelberg, Janice Figueroa, Paul Jacobson, Carl Teitelman, vps-mgmt supers; Alysia Dworin, Steve Margaritov, vps-assoc media dirs; Robert Fudge, Maurice Mahler, Lois Sandberg, Ed Torton, vps-assoc creative dirs; Heidi Kahme, vp, dir-media buying.

Phone: (212) 337-6400

RANK
99

Gross Townsend Frank Hoffman

New York

GROSS INCOME **$ 11** MILLION

Income & volume

($ in millions)

U.S.	1988	1987	% chg
Gross income	11.3	8.1	38.4
Volume	75.2	54.3	38.4

Billings by media

($ in millions)

Media	1988	1987	% chg
Consumer magazine	0.0	0.5	(92.0)
Medical journals	10.5	14.0	(25.0)
Point of sale	0.5	0.5	0.0
Cable TV	1.1	0.5	114.8
Radio	0.1	1.0	(87.5)
Direct response	10.0	10.0	0.0

Workforce & facilities

U.S.	1988	1987	% chg
Employees	109	90	21.1
Offices	1	1	NA

Annual Review

In a joint venture with Grey Advertising, its parent, GTFH created a Consumer division to establish programs aimed at health conscious consumers, which helped to push billings up 38.4% and give this healthcare concern a spot among the top 100 in 1988. Growth was strong from new business and from current clients as well including Merck Sharp & Dohme, Bristol-Myers, Johnson & Johnson, Procter & Gamble, Sandoz and Squibb.

U.S. Accounts

Gained: Whatman; JRAP; GynoPharma Inc.; Mentor Corp.; Boehringer Ingelheim.

Lost: Purdue Frederick; VCI Corp.; Tap Pharmaceutical; Lakeside Pharmaceuticals.

Officers

Alan Gross, president; Jane Townsend, exec vp; David Frank, Ronnie Hoffman, exec vps-creative dirs; Risa Janoff, sr vp, dir-acct svcs; Ilyssa Levins, sr vp, dir-pr; Orin Kimball, sr vp-creative dir; Lynn O'Connor Vos, sr vp, president-Phase Five; Clare Macken, sr vp, dir-production.

Phone: (212) 886-3000.

RANK
75

GSDM

Austin, Texas

GROSS INCOME **$ 15** MILLION

Income & volume

($ in millions)

U.S.	1988	1987	% chg
Gross income	15.3	13.5	13.3
Volume	124.1	103.0	20.5
U.S. volume stats	**1988**	**1987**	**% chg**
Media	78.2	NA	NA
Materials & services	21.9	NA	NA
Capitalized fees	24.0	NA	NA

Workforce & facilities

U.S.	1988	1987	% chg
Employees	171	135	26.7
Offices	2	4	NA

Annual Review

Figures reported for 1988 represent only the Austin shop, where operations were consolidated in 1988 following the closure of full-service units in Dallas and Houston, which remain service shops. The reining in of its business, is the still relatively depressed Texas economy, produced a direct loss of $20 million in billings. The agency expects billings to grow 20% in 1989, a spurt connected to business gained in 1988 including two accounts previously lost—Chili's Restaurants ($10 million annualized) and Sea World of Texas ($5 million). Growth from existing clients, Adolph Coors Co., Southwest Airlines and Wal-Mart apparel, also will fuel billings. For 1988, new business totaled $41.5 million. Existing accounts added another $8.7 million while the agency did not lose any accounts.

U.S. Accounts

Gained: Chili's Restaurants; Texas Dept. of Commerce Tourism Div; *The Wall Street Journal*.

Lost: None.

Officers

Stephen W. Gurasich, ceo; Roy M. Spence, president; Thomas M. McClure, exec vp-exec creative dir; Judith L. Trabulsi, exec vp-media dir; Gary L. Brahl, sr vp-sr creative dir; Charles E. Grady, Stephen A. Wille, Stephen Dalbey, Steven Braasch, sr vps-acct dirs; Robert E. Mazerov, vp-rsch dir; Raoul Rodriguez, sr vp, dir-hispanic svcs.

Phone: (512) 327-8810.

RANK
14

HDM

New York

GROSS INCOME **$ 279** MILLION ✓

Income & volume

($ in millions)

Worldwide	1988	1987	% chg
Gross income	279.0	204.0	36.8
Volume	1,937.7	1,383.6	40.0
U.S.	**1988**	**1987**	**% chg**
Gross income	28.6	27.4	4.2
Volume	228.9	206.0	11.1
U.S. volume stats	**1988**	**1987**	**% chg**
Media	136.1	122.3	11.3
Materials & services	23.3	28.1	(17.0)
Capitalized fees	69.4	55.6	24.9

Billings by media

($ in millions)

Media	1988	1987	% chg
Newspaper	14.6	12.2	19.7
Consumer magazine	35.0	28.5	22.8
Business publications	16.1	16.4	(1.8)
Outdoor	5.4	3.2	68.2
Spot TV	31.6	30.3	4.4
Network TV	22.6	17.2	31.6
Cable TV	0.6	0.8	(23.8)
Radio	10.2	13.6	(25.4)

Workforce & facilities

Worldwide	1988	1987	% chg
Employees	2,528	2,270	11.4
Offices	62	58	6.9
U.S.	**1988**	**1987**	**% chg**
Employees	277	371	(25.3)
Offices	3	4	(25.0)

1988 billings by major office

Office, City	Billings
HDM USA, Los Angeles	13.1
HDM USA, Los Angeles	80.8
HDM USA, New York	89.0
HDM USA, Chicago	45.8

Annual Review

HDM had a worldwide billings increase of 40% in 1988, broken down into 11.1% growth stateside and 45% abroad. The agency's power base remains outside the U.S.—88.2% of total billings in 1988 were in non-U.S. markets. HDM closed its Chicago office but bought Chicago's Stone & Adler as part of its plan to develop an independent direct marketing network. Growth for 1989 will come from new business and existing accounts, particularly 3M, Henkel, Peugeot, Damart, Philips, BSN, Colgate, Kentucky Fried Chicken, DuPont, S.C. Johnson and Jacobs Suchard. HDM is an amalgam of Eurocom's, the French agency group, Japan's Dentsu and Marsteller, a subsidiary of Young & Rubicam at the time of the merger.

U.S. Accounts

Gained: New York—Bell Boeing, Brother Intl, BSN/Lea & Perrins, Colgate-Palmolive, Crown, Dow Corning, Hertz Corp., Hitachi, Izod Lacoste. Los Angeles—Arthritis Foundation, Avenue Pictures, Goodyear Tire & Rubber Co., Hewlett-Packard Intl, Westin Hotels. Worldwide Direct—Kraft/All American Gourmet Frozen Foods, Los Angeles Music Centers, Nintendo, Pacific Bell Di-

rectory, Quantum
Lost: Los Angeles—Mitsubishi Diamond Vision

Foreign Accounts

Gained: China—Kentucky Fried Chicken, S.C. Johnson, Smith Kline & French, Gillette. Hong Kong—AT&T, Canon, Casio, China Merchants, Citibank, Club de Remy, Jacobs Suchard chocolates, JAL regional, Neil Pryde regional acct., U.S. Meat Board, Regent Arcade shopping center, S.C. Johnson. HDM Wunderman Hong Kong—A.I.G. insurance, American Express, Roger Craig personal care. Japan—Asahi, Bausch & Lomb, Fuji Oil, Jacobs Suchard, Konica, Saga Furs, Showa Marine Co., Singapore Economic Devel Board, Takaki Sangyo gas equipment & bathtubs, Tobu department stores, Toshiba. HDM/DSH Japan—ICI Pharma, Outsuka Seiyaku, Rorer Japan, Roussel Medica, Sandoz, Sankyo, Serono Japan, Smith Kline & French, Sumitomo Seiyaku, Taiho Yakuhin Kogyo, Taketa Yakuhin Kogyo, Tobishi Yakuhin, Tsuka Seiyaku. Malaysia—Cadbury, Coop Intl, Kentucky Fried Chicken, Riche Monde Johnny Walker scotch, Royal Canadian Mint, Sate Ria fast food. Philippines—Kelvinator, Kenwood. Singapore—Coop Intl, Singapore Economic Devel Board, Heineken, Kentucky Fried Chicken, Singapore Telecoms, Vitasoy soft drink. Taiwan—Flying Tigers air cargo, Mercedes Benz, Mid-America Agri-Trade Council, Unisys, U.S. Meat Export Federation. Thailand—AEG/Olympia, Avon, Bangkok Bank of Commerce, Baskin Robbins, Central Plaza Hotel, Dr Pepper, Golden Mountain, Kentucky Fried Chicken, Remy Martin, Saudi Arabian Airlines, Sai Choo vinegar, York air conditioning. France—NRJ radio, Esso petroleum prods, Philips CD Vision, l'Alsacienne cookies. Switzerland—Damart underwear, Helvita insurance, Bell butcher shops. England—Granada TV, Toshiba. Holland—Mita copiers, Center Park resorts. Germany—Stollwerk chocolates, BHW banks. Belgium—3M. Austria—Loewa supermarkets. Sweden—Johs Ltd real estate. Italy—Marvis, Monini Oil.
Lost: Singapore—Esso, CAAS, Bayer. Japan—Citibank. France—Bisquit cognac. Germany—IWS.

Officers

Alain dePouzilhac, chmn-Paris; Tim Pollak, ceo-New York; Shinzo Ueno, sr exec vp, area dir-Tokyo; Jean de Yturbe, sr exec vp, area dir-Paris
Phone: (212) 408-2100

RANK
98

Henderson Advertising

Greenville, S.C.
GROSS INCOME **$ 11** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	11.3	10.6	6.5
Volume	75.1	70.6	6.5
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	39.3	43.5	(9.6)
Materials & services	6.8	8.8	(22.6)
Capitalized fees	29.0	18.3	58.3

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	3.5	2.9	19.9
Consumer magazine	6.2	7.4	(16.6)
Business publications	0.5	1.2	(62.4)
Free-standing inserts	0.4	0.0	NA
Outdoor	0.3	0.6	(53.5)
Transit	0.2	0.0	NA
Point of sale	0.6	1.1	(45.8)
Spot TV	5.2	7.3	(28.8)
Network TV	14.2	18.7	(24.2)
Cable TV	1.5	0.0	NA
Syndicated TV	1.3	0.0	NA
Radio	4.7	3.3	41.6
Direct response	0.9	1.0	(8.4)
Sales promotion	4.1	0.0	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	104	101	3.0
Offices	1	1	NA

Annual Review

The agency attributes its billings increase of 6.5% to higher spending by existing clients of $1.6 million, and $3.8 million in new business that offset losses of $800,000, largely the amount cut from the Sylvania budget. A 10% growth in spending is forecast for 1989, paced by new assignment, Spiffits, a Dow Brands homecare product on which spending is expected to exceed $10 million. Two newly acquired food accounts also will have an impact.

U.S. Accounts

Gained: Dow Brands, James River Corp., Orian Rugs, Renaissance Records
Lost: Umbro Intl

Officers

Ralph W. Callahan Jr., chmn, president & ceo; Robert Jones, vice chmn, exec creative dir; John J. Kennedy Jr., exec vp-cfo; Greg Rathien, sr vp, dir-rsch & strategic planning; Mike Daly, Bruce Mitchell, sr vps-creative dirs; Beverly Grant, Gordon McDonald, Mike Wilson, Mike Zeller, sr vps-mgmt supers; Bill Reynolds, sr vp-media dir
Phone: (803) 271-6000

RANK
28

Hill, Holliday, Connors, Cosmopulos

Boston
GROSS INCOME **$ 50** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	50.2	43.4	15.6
Volume	335.0	289.6	15.6
■ U.S.	**1988**	**1987**	**% chg**
Gross income	43.1	36.7	17.3
Volume	287.4	245.0	17.3
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	49.8	38.5	29.1
Materials & services	6.8	4.7	43.6
Capitalized fees	230.9	201.8	14.4

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	19.7	25.6	(23.2)
Consumer magazine	23.3	22.4	4.1
Sunday magazines	0.3	0.3	16.4
Business publications	2.8	0.8	239.1
Outdoor	0.9	1.8	(49.4)
Spot TV	18.4	25.6	(28.0)
Network TV	8.5	7.9	7.6
Cable TV	4.7	1.1	335.7
Syndicated TV	0.6	0.2	273.6
Radio	14.2	8.6	64.0
Direct response	20.4	11.0	86.5

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	530	512	3.5
Offices	5	4	25.0
■ U.S.	**1988**	**1987**	**% chg**
Employees	421	391	7.7
Offices	3	2	50.0

Annual Review

Growth from new accounts including Nissan Infinit ($58 million annualized), Pitney Bowes ($10 million), Heinz Chicosan rice cakes and United Jersey Banks (both $5 million) and existing business more than offset the resignation of New England and New Jersey Ford Dealers account and the loss of Southland Corp. and WWOR-TV. New business brought in $44.9 million and increased budgets from the existing roster added $33.8 million to compensate for $33.4 million that left the agency. The mix produced a 15.6% growth in billings worldwide, 17.3% do-

U.S.News
METROPOLITAN HOME
Atlantic
Traveler
"The Census is in — Atlantic subscribers buy cars frequently — at a rate that is more than two times that of the general household population — and they buy high end quality — sometimes as much as nine times the national average. As far as the Atlantic is concerned, R.L. Polk is the definitive source for automotive data."
"Metropolitan Home readers are luxury car buyers and are almost six times as likely to purchase a luxury nameplate such as BMW, Cadillac, Jaguar, Lincoln, Mercedes Benz or Porsche than the average household."
"the tremendous buying power of Travel & Leisure subscriber. According to the 1987 report, Travel & Leisure's subscribers bought more than 233,000 new cars in the 1987 model year — spending $1.8 billion on 129,000 domestic models alone. In addition, 104,000 imported models were purchased by Travel & Leisure subscribers in that model year. The first Polk study in 1985 initiated by Travel & Leisure produced similar results."
"POLK has proved to be an invaluable research tool in our selling efforts for Food & Wine. We believe it has been a major factor in Food & Wine's success in the automotive market, where our advertising sales have increased 25% over the past year."

It's results that count.

Matching magazine audiences to actual automotive marketplace behavior just moved from art to pure science.

Introducing Polk's MATCHMAKER.

Only MATCHMAKER, wide study of magazine subscribers' actual buying behavior can give you this degree of accuracy on the numbers of 1988 new cars and trucks they purchased, by make and model, and how the percentage of those sales compared to the average household.

MATCHMAKER hones in on buyers, magazine by magazine, in every state in the country, with the exception of Connecticut and Hawaii. This thorough study allows you to target magazine subscribers with a high propensity toward purchasing your client's vehicles. Or conversely, it allows you to target buyers you want to conquest.

R. L. Polk & Co. has been the leading authority on the automotive industry for over 50 years. Only recently, however, has it trained its immense research capability on matching new car buyers to magazine subscription lists — with an extraordinary degree of accuracy. Using official government records, MATCHMAKER'S precise research numbers definitively answer the question: "Who is buying what?"

If you publish a magazine that wishes to offer these figures to your advertisers, or are a media buyer interested in knowing which magazines have contracted this study, call Dawn Walker, Polk's Senior Account Manager of the MATCHMAKER Program at 212/986-0555.

R. L. POLK & CO.
MARKETING SERVICES DIVISION

MatchMAKER.

Burnett bumps Saatchi as top brand

How the top 50 U.S. agency brands line up

Brand name agency rank		Agency	Agency group	U.S. brand billings		% chg	Total billings
1988	1987			1988	1987		1988
1	3	**Leo Burnett Co.**, Chicago		1,765.0	1,550.0	13.9	1,765.0
2	1	**Saatchi & Saatchi Advertising**, New York	Saatchi & Saatchi Co. PLC	1,740.1	1,674.8	3.9	2,209.6
3	2	**J. Walter Thompson Co.**, New York	WPP Group	1,721.5	1,552.8	10.9	1,787.9
4	4	**FCB-Publicis**, Chicago/Paris		1,552.0	1,378.7	12.6	1,825.8
5	5	**Young & Rubicam**, New York		1,528.5	1,223.5	24.9	2,791.8
6	6	**DDB Needham Worldwide**, New York	Omnicom Group	1,292.3	1,195.2	8.1	1,929.3
7	10	**McCann-Erickson Worldwide**, New York	Interpublic Group of Cos.	1,268.0	1,023.4	23.9	1,314.0
8	7	**Ogilvy & Mather Worldwide**, New York	Ogilvy Group	1,258.4	1,154.8	9.0	1,874.9
9	11	**D'Arcy Masius Benton & Bowles**, New York		1,206.7	1,011.8	19.3	1,794.2
10	9	**BBDO Worldwide**, New York	Omnicom Group	1,152.2	1,050.0	9.7	2,414.3
11	8	**Grey Advertising**, New York		1,102.2	1,055.2	4.5	1,520.3
12	12	**Backer Spielvogel Bates Worldwide**, New York	Saatchi & Saatchi Co. PLC	1,000.0	983.7	1.7	1,964.2
13	14	**Lintas:Worldwide**, New York	Interpublic Group of Cos.	966.1	953.6	1.3	1,345.4
14	15	**N W Ayer**, New York		946.7	878.0	7.8	946.7
15	13	**Bozell, Jacobs, Kenyon & Eckhardt**, new York	Bozell Inc.	900.0	977.0	(7.9)	1,090.0
16	16	**Campbell-Mithun-Esty**, Minneapolis	Saatchi & Saatchi Co. PLC	748.4	708.3	5.7	783.0
17	17	**Wells Rich Greene**, New York		727.9	659.0	10.5	833.9
18	18	**Della Femina McNamee WCRS**, New York	WCRS Group PLC	660.5	590.1	11.9	660.5
19	21	**Chiat/Day**, Venice, Calif.		500.0	350.0	42.9	500.0
20	19	**Ketchum Communications**, Pittsburgh		453.0	384.4	17.8	726.0
21	25	**Tracy-Locke**, Dallas	Omnicom Group	380.7	298.0	27.8	408.0
22	20	**AC&R Advertising**, New York	Saatchi & Saatchi Co. PLC	355.6	366.1	(2.9)	355.6
23	28	**Ross Roy Inc.**, Bloomfield Hills, Mich.		335.0	260.4	28.6	568.1
24	26	**Scali, McCabe, Sloves**, New York	Ogilvy Group	315.3	295.6	6.7	559.7
25	23	**Lowe Marschalk**, New York	Interpublic Group of Cos.	304.2	304.2	0.0	304.2
26	24	**Laurence, Charles, Free & Lawson**, New York	Lowe Howard-Spink & Bell	302.0	302.0	0.0	302.0
27	22	**Ally & Gargano**, New York		295.2	316.7	(6.8)	295.2
28	31	**Hill, Holliday, Connors, Cosmopulos**, Boston		287.4	245.0	17.3	287.4
29	27	**Jordan, McGrath, Case & Taylor**, New York		284.6	264.6	7.6	300.0
30	33	**McCaffrey & McCall**, New York	Saatchi & Saatchi Co. PLC	269.4	236.0	14.2	286.4
31	30	**W.B. Doner & Co.**, Southfield, Mich.		268.7	247.2	8.7	268.7
32	29	**Wunderman Worldwide**, New York	Young & Rubicam	261.7	260.0	0.7	266.1
33	35	**Earle Palmer Brown Cos.**, Bethesda, Md.		243.8	221.3	10.2	271.1
34	37	**Rapp Collins Marcoa**, New York	Omnicom Group	236.3	218.6	8.1	236.3
35	34	**Ogilvy & Mather Direct Response**, New York	Ogilvy Group	226.0	222.0	1.8	272.0
36	38	**Admarketing**, Los Angeles		224.5	201.0	11.7	224.5
37	32	**Tathum-Laird & Kudner**, Chicago		217.0	241.8	(10.3)	217.0
38	42	**Levine, Huntley, Schmidt & Beaver**, New York		216.4	181.8	19.0	216.4
39	40	**HDM**, New York		215.7	199.4	8.2	228.9
40	45	**Ammirati & Puris**, New York		210.0	170.0	23.5	210.0
41	43	**Bernard Hodes**, New York	Omnicom	204.4	180.3	13.4	204.4
42	39	**Hal Riney & Partners**, San Francisco		200.0	200.0	0.0	200.0
43	49	**Telephone Marketing Programs**, New York		197.1	144.5	36.4	197.1
44	46	**Nationwide Advertising Service**, Cleveland		185.4	157.2	17.9	157.2
45	44	**Bloom Cos.**, Dallas		182.6	175.9	3.8	182.6
46	41	**Doremus & Co.**, New York	Omnicom Group	181.0	194.5	(6.9)	181.0
47	36	**LGFE**, New York	WPP Group	172.4	221.3	(22.1)	172.4
48	52	**Kallir Philips Ross**, New York	Omnicom Group	163.2	123.9	31.7	163.2
49	50	**Warwick Advertising**, New York		160.0	141.0	13.5	160.0
50	51	**TBWA**, New York		154.1	125.9	22.4	154.1

Notes: Dollars are in billions. Figures for 1987 are historical when agency existed by current name. See table below for composition of ranked agencies.

Agency	Included	Excluded
Backer Spielvogel Bates Worldwide	BSB named shops	Campbell-Mithun-Esty, Kobs & Draft, Conill Advertising, Jamison & Leary, Custom Event Marketing
BBDO Worldwide	BBDO named shops	Baxter, Gurian & Mazzei, Blair Advertising, Caravetta Allen Kimbrough, Frank J. Corbett Inc., Doremus & Co., GM DuBois Corp., Hannaford Co., Ingalls, Quinn & Johnson, Lavey/Wolff/Swift, RC Communications, Franklin Spiers Inc., Tycer Fultz Bellack, TELERx Marketing, Tracy-Locke
Bozell, Jacobs, Kenyon & Eckhardt	BJK&E named shops	Custom Production Services, Robinson, Lake, Lerer & Montgomery, BJK&E Yellow Pages, BJK&E Direct, BJK&E Public Relations
Earle Palmer Brown Cos.	EPB named shops	EPB Public Relations, MarketSearch
Campbell Mithun-Esty	C-M-E named shops	Cash Plus, Promotion Works
D'Arcy Masius Benton & Bowles	DMB&B named shops	Medicus Consumer Communications, CCA/TCA, Manning Selvage & Lee, Medicus Intercon, Science & Medicine, Integroup Marketing & Promotions, DMB&B Direct
DDB Needham Worldwide	DDB Needham named shops	Bernard Hodes Advertising Group, Kallir Philips Ross, Kresser Craig/DIK, Milici Valenti Park & Gabriel, Rapp Collins Marcoa, Porter Novelli
FCB-Publicis	FCB named shops	Lewis, Gilman & Kynett, Albert Frank-Guenther Law, IMPACT, Krupp/Taylor USA, Vicom/FCB, Wahlstrom & Co., Smith Hemmings-Gosden, FCB Telecom, Golin/Harris Communications, Integrated Communications Group
Grey Advertising	Grey named shops	Beaumont-Bennett, GCI Group, Grey Direct, LBS Communications
HDM	HDM named shops	HDM Direct
Jordan, McGrath, Case & Taylor	JMC&T named shop	C. L. Stawasz
Ketchum Advertising	Ketchum named shop	Ketchum Direct, Ketchum Public Relations, Ketchum Yellow Pages
Lintas:Worldwide	Lintas named shops	Fahlgren & Swink, Muir Cornelius Moore, Lintas Direct, Lintas Promo
McCaffrey & McCall	M & M named shops	McCaffrey & McCall Direct Response
McCann-Erickson Worldwide	M-E named shops, M-E Healthcare	McCann Direct
Ogilvy & Mather Direct Response	O & M Direct Response, O & M Yellow Pages	A. Eicoff & Co., Targeted Communications Corp.
Ogilvy & Mather Worldwide	O & M named shops	O & M Direct Response, O & M Promotions, Graphic Services, Speech Dynamics, Rolf Werner Rosenthal, Adams & Rinehart, Sussman & Sugar
Ross Roy Group	Ross Roy named shops	Calet Hirsch & Spector, DiIorio Wergeles, Gray & Kilgore, Griswold Inc., Ross Roy Direct Response, Ross Roy Sales Promotion
Saatchi & Saatchi Advertising	S&S named shops	S&S Direct, Hoffman, York Compton, McCaffrey & McCall, Klemtner, Rumrill-Hoyt
Scali, McCabe, Sloves	SMS named shops	Fallon McElligott, Martin Agency
Tracy-Locke	T-L named shops	Tracy-Locke Direct, Geographic Marketing
J. Walter Thompson Co.	JWT named shops	Brouillard Communications
Wells Rich Greene	WRG named shops	Gardner Advertising
Wunderman Worldwide	WW named shops	Infobase
Young & Rubicam	Y&R named shops	Cato Johnson/Y&R, Stone & Adler, Chapman/Stone & Adler, Creswell, Munsell, Fultz & Zirbel, Hutchins/Y&R, Sive Associates, Sudler & Hennessey, Wunderman Worldwide, Rogers Merchandising, HDM USA, Burson-Marsteller Worldwide

Leo Burnett Co., its U.S. billings propelled by double-digit growth, unseated Saatchi & Saatchi Advertising Worldwide as the top agency "brand" in 1988.

Burnett, which until this year had held the No. 2 position for each of the three years the brand competition has been [illegible], recorded a 13.9% growth in billings to $1.77 billion compared to only 3.9% growth by Saatchi to squeeze by the British-owned brand by $25 million—an amount equal to 1.4% of Saatchi's U.S. brand total of $1.74 billion.

J. Walter Thompson Co. retained its No. 3 spot where it had fallen last year (in 1987 billings) after suffering management upheaval and major account losses related to its buyout by WPP Group, London. JWT, which had held the top position in both 1985 and 1986 U.S. billings, returned to the fast track in 1988, in notching a 10.9% growth in billings to $1.72 billion that left it only $19 million short of Saatchi.

The ADVERTISING AGE "brand" chart ranks agencies by pure advertising billings. As listed, these agencies are stripped of subsidiaries that have their own identity and/or deal in specialties such as PR, direct response, Yellow Pages, research or sales promotion. Under this criteria, the brand often is the reduction of the agency to a single name in multiple cities. This process allows subsidiaries to stand on their own.

The specialty units or subsidiaries were eliminated from the parent based on figures reported either by the subsidiary or parent for these operations. Where this information was not provided or incomplete, agencies were contacted for the information. When billings totals could not be obtained from the shops, they were estimated by AA editors and then presented to the parent for comment. Prior-year figures are constant, reflecting current year agency composition.

In this era of mega-mergers, reduction to brands provides advertisers with a better understanding of the agencies' family trees as they continue to branch out. The concept of a brand agency is controversial among the multi-layered agencies that are seeking to become "seamless," though they maintain separate identifies in the case of some subsidiaries.

Y&R, which identifies itself as a seamless agency, ranked No. 1 on the basis of its consolidated U.S. billings, but came in at No. 5 among the brands. Minus subsidiaries, Y&R's total U.S. billings fell by 45.2%. The Y&R-named shops, however, registered a strong 24.9% gain in the comparable period—the best among the top 10 brands.

Also in top 10, McCann-Erickson, with brand billings up 23.9%, was second to Y&R in brand volume growth. It also improved its brand ranking from No. 10 to No. 7 in 1988. Grey Advertising, ranked 11th in overall U.S. billings—one notch ahead of Leo Burnett—also ranked No. 11 among agency "brands."

Among Omnicom Group's big agencies, DDB Needham Worldwide dropped slightly from an overall ranking of No. 5 in consolidated totals to a brand ranking of No. 6. BBDO Worldwide, reduced to its BBDO namesake, dropped from No. 2 in consolidated U.S. billings to No. 10 in the brand ranking.

The biggest year-to-year billings increase for a brand agency was recorded by AD AGE's Agency of the Year, Chiat/Day, at 42.9%. Conversely, the largest decline was 22.1% by LGFE, New York, the acronym of WPP's Lord Geller Federico & Einstein, which lost its biggest account in 1988, IBM.

Julie Doherty

mestically. Outlook for 1989 is 20% growth worldwide.

U.S. Accounts

Gained: Nissan, Heinz, Pitney Bowes, United Jersey Banks.

Lost: New England and New Jersey Ford Dealers, WWOR-TV, Southland Corp.

Foreign Accounts

Gained: Health Education Authority, British Engine, Link, Wimpey Homes, Bingo Assn., Birmingham Midshires, Grants, Boston Consulting, GPT Data Systems, Malaysia Airlines, Ryoden Intl, Fundasy, Natl Tourism of Spain, Swank Shop, Tian Tech Group, Toppy, Zurich Watch Co, White Swan Hotel.

Lost: Ilford, Blue Cross, Jackel Porter.

Officers

George J. Hill III, chmn; John M. Connors Jr., president-ceo; Dick Pantano, vice chmn-creative dir; Jack Sansolo, president-USA; Joseph E. Norberg, cfo-treasurer; Jennifer Laing, group chmn, chief exec-London; Walter J. O'Brien, president-NY; Don Easdon, William Heater, exec vps, co-creative dirs; Mary Ellen Argentieri, exec vp, dir-creative svcs & broadcast; Carolyn Clark, exec vp, dir-mktg; John Ferrell, exec vp-chief creative officer, NY; Ann Finucane, exec vp-group acct dir; Felice Kincannon, exec vp, dir-media svcs; Chuck Kushell, exec vp-mng dir, LA; John Mills, exec vp-finance; Susan Smith, exec vp-corp devel; Robert Blinick, Dennis Farrington, Macy Jones, John Palmer, Tom Woodard, Jean Wolf, sr vps-mgmt supers; Terry Carleton, sr vp-asst to president; Pat Casale, Scott Cheyne, Justin Harrington, sr vps-group acct dirs; Herb Coughlan, sr vp, dir-human resources & admin; Arthur Eisenbach, sr vp, dir-mkt rsch; Lee Hathaway, sr vp-print support svcs; Mike Lescarbeau, Paul Regan, sr vps-group creative dirs; Jim McNulty, sr vp, dir-finance & admin, NY; Peter Nichols, sr vp-assoc creative dir; John Sasso, sr vp-public strategies.

Phone: (617) 437-1600

RANK
39

Bernard Hodes Group

New York
GROSS INCOME: **$ 33** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	32.8	28.1	16.8
Volume	218.6	187.2	16.8
■ U.S.	**1988**	**1987**	**% chg**
Gross income	30.7	27.0	13.4
Volume	204.4	180.3	13.4
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	196.1	173.8	12.8
Materials & services	8.3	6.4	29.8
Capitalized fees	0.0	0.0	NA

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	176.5	156.4	12.8
Consumer magazine	19.6	17.4	12.7

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	477	424	12.5
Offices	30	26	15.4
■ U.S.	**1988**	**1987**	**% chg**
Employees	419	401	4.5
Offices	24	23	4.3

Annual Review

The agency did better than expected in 1988 as billings increased by 16% worldwide when only a 3%-4% increase was projected. Domestically, billings were up a healthy 13%, while internationally, the billings increased 106% to $14.2 million. This recruitment and classified advertising agency using newspapers and consumer magazines, added four new offices, three of which were overseas. Figures for the Omnicom agency, which is part of Diversified Agency Services, were consolidated with those of DDB Needham.

U.S. Accounts

Agency did not report accounts gained or lost in either the U.S. or abroad.

Officers

Bernard Hodes, president-ceo; Alan Schwartz, exec vp-coo & cfo; Marion Starr, exec vp-regional branch mgr; Jo Bredwell, Steve Peterson, Bruce Skillings, sr vps-regional branch mgrs; Barry Siegel, sr vp-regional branch mgr, president-Recruitment Enhancement Svcs; Dave Dwyer, sr vp-branch mgr; Pat Howard, sr vp, dir-new business devel; Roger Verdum, sr vp, dir-systems & operations; Steve Wills, president-Canada; Laurie Duskwick, mng dir-London; Lee Mathews, president-Bernard Hodes Telephone Mktg Svcs; Barbara Preston, president-Worldwide Yellow Pages Svc Co.; Mike Dowling, president-Walking Fingers; Bud Freedman, exec vp-Recruitment Enhancement Svcs; John Overton, mng dir-Bernard Hodes Overton Ltd.

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RANK
72

Ingalls, Quinn & Johnson

Boston
GROSS INCOME: **$ 16** MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	15.9	20.3	(21.7)
Volume	105.8	135.0	(21.7)
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	84.3	106.3	(20.7)
Materials & services	9.8	12.1	(19.9)
Capitalized fees	11.7	16.5	(29.2)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	15.5	20.7	(25.1)
Consumer magazine	19.1	28.7	(33.6)
Outdoor	1.1	0.1	1,049.9
Spot TV	26.0	25.0	4.0
Network TV	8.0	5.9	35.5
Cable TV	1.0	0.2	405.0
Radio	13.6	18.0	(24.7)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	219	242	(9.5)
Offices	1	1	NA

Annual Review

Major losses including accounts from Friendly Restaurants ($10 million annualized) and Nissan ($500,000) helped push down billings 21% in 1988 as the agency prepares for a management leveraged buyout from its BBDO/Omnicom parent. The agency did receive some significant new business from Gillette ($2 million), Pizzeria Uno ($1.3 million) and pr for Braun ($800,400) among others. Higher spending was recorded by existing clients including Brooks Drug, Boston Edison, Converse, Honeywell-Bull, Ocean-Spray, pr for BayBanks and direct response for First Mutual. Continued healthy growth from current business and full-calendar billings from new business acquired late in 1988 are the basis for IQ&J's 5%-7% increased billings estimate for 1989.

U.S. Accounts

Gained: Gillette; Ocean Spray; Lunt Silversmith; Pizzeria Uno; *Worcester Telegram & Gazette*.

Lost: Data Translation; Friendly Restaurants; Nissan New England; Nissan Upstate New York; Keycorp; Symbolics.

Officers

Bink Garrison, president & ceo; Bruce Kelley, exec vp, dir-acct svc; Harvey Gabor, exec vp, creative dir; Ned Carboni, exec vp, genl mgr; John Reed, sr vp, media dir; Jay Terwilliger, sr vp-mktg svcs; Barbara Harkins, sr vp, controller; William Myers, sr vp, dir-direct response.

Phone: (617) 954-1000

RANK
35

Jordan, McGrath, Case & Taylor

New York
GROSS INCOME: **$ 39** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	38.5	38.4	0.4
Volume	300.0	280.0	7.1
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	224.5	215.1	4.4
Materials & services	24.8	20.2	22.8
Capitalized fees	50.7	44.7	13.4

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	4.3	4.5	(4.9)
Consumer magazine	16.8	17.3	(2.8)
Business publications	2.0	2.2	(9.1)
Outdoor	1.8	3.7	(51.8)
Spot TV	37.9	41.2	(8.0)
Network TV	110.5	97.5	13.3
Cable TV	10.0	9.9	1.5
Syndicated TV	31.7	26.3	20.6

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BUY QUANTITY.

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SATURDAY
St. Petersburg Times
George Bush sworn in: 'We have work to do'
Bundy talks to police
Engine falls off 737 jet in Chicago

St. Petersburg Times
Tampa Bay's Largest Newspaper

■ Media	1988	1987	% chg
Radio	9.5	12.6	(24.6)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	283	310	(8.7)
Offices	1	1	NA

Annual Review

Projections for 1989 call for a flat year, which would mimic results of 1988 when the agency produced a moderate 7.1% increase in billings. Existing client growth, particularly from Quaker Oats, was the sole reason for the growth, because new business canceled out lost business (mainly Aetna) as both recorded $20 million.

U.S. Accounts

Gained: Colombo yogurt, *Good Housekeeping*, SmithKline-Ecotrin and Sineoff.

Lost: Aetna commercial insurance & corporate realty, Miller new products.

Officers

James J. Jordan Jr., chmn; Patrick J. McGrath, president; John L. Taylor, exec vp; Malcolm MacDougall, vice chmn.

Phone: (212) 326-9100.

RANK
56

Kallir, Philips, Ross

New York
GROSS INCOME: **$ 21.5** MILLION

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	21.5	15.8	35.8
Volume	188.6	137.0	37.6
■ U.S.	**1988**	**1987**	**% chg**
Gross income	17.7	13.9	27.6
Volume	163.2	123.9	31.7
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	22.1	16.8	31.0
Materials & services	23.2	14.7	57.5
Capitalized fees	117.9	92.3	27.7

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Medical journals	22.1	16.8	31.0
Direct response	23.2	14.7	57.5

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	215	185	16.2
Offices	1	1	NA

Annual Review

Business is healthy at this healthcare advertising subsidiary of Omnicom and part of Diversified Agency Services, supported by strong domestic billings, up 31.7%, and by even stronger foreign billings, up 93.6%. Additional spending from current accounts was the bulk of the increase totaling $32.3 million. Only $1.5 million in new business was recorded, while no accounts were lost either at home or abroad. A 15% growth is expected for 1989, partly influenced by the acquisition of the Sandoz Pharmaceuticals account with annualized billings of $3 million.

U.S. Accounts

Gained: Sandoz Pharmaceuticals, Upjohn-Chugai Upjohn, Home Diagnostics, J&J Patient Care.

Lost: None.

Foreign Accounts

Gained: Beecham, St. Ivel, Nova, British Direct TV, British Post Grad MA, Eli Lilly, Centocor Europe, Alcon, VCB LDA, Mead Johnson.

Lost: None.

Officers

John Kallir, chmn & ceo; Warren Ross, vice chmn; Norman Cooper, president-coo; Richard Grossman, exec vp-copy; Leo Palmer, exec vp-client svcs & mktg; John Geryak, exec vp-art; John Racik, exec vp-consumer prods; Michael Boyer, exec vp.

Phone: (212) 878-3700.

RANK
55

Keller-Crescent Co.

Evansville, Ind
GROSS INCOME: **$ 22** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	22.0	23.5	(6.2)
Volume	110.3	114.5	(3.7)
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	20.4	22.1	(7.8)
Materials & services	40.1	43.2	(7.3)
Capitalized fees	49.8	49.2	1.2

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	1.6	1.5	10.0
Consumer magazine	3.2	2.8	15.7
Business publications	3.3	3.3	0.5
Outdoor	0.2	0.1	73.3
Cable TV	10.4	11.9	(12.4)
Radio	0.8	1.6	(46.8)
Other	0.7	NA	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	561	561	0.0
Offices	2	2	NA

1988 billings by major office

■ Office, City	Billings
Keller-Crescent, Evansville, Ind	92.5
Keller-Crescent, Dallas	17.8

Annual Review

With only a minor gain in Evansville and a 21.6% drop in Dallas, K-C had a total billings drop of 3.7%. Lost business totaled $1.5 million in 1988 and the agency experienced an overall decrease in spending from current clients of $2.8 million.

U.S. Accounts

Gained: Dometic Corp; My Alarm; Seymour Mfg.

Lost: Executive Jet Air, Empire National Bank.

Officers

Thomas M. Smytie, president; Robert Hampel, vp-finance; F.A. Samuelson Jr., exec vp, dir-creative svcs; Fred Kitch, exec vp-mktg & sales; Jack Cohen, exec vp-client svcs; Del Graham, exec vp-prod & operations svcs; Miles Jackson, sr vp; Robert Ubelhor, vp-audio visual; James Weitzel, vp-mktg svcs.

Phone: (812) 464-2461.

RANK
19

Ketchum Communications

Pittsburgh
GROSS INCOME: **$ 106** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	105.9	88.1	20.3
Volume	776.0	660.0	17.6
■ U.S.	**1988**	**1987**	**% chg**
Gross income	102.1	85.1	20.0
Volume	726.0	610.0	19.0
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	472.6	393.5	20.1
Materials & services	56.6	56.7	(0.2)
Capitalized fees	196.7	159.8	23.1

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	30.4	29.9	1.8
Consumer magazine	55.3	68.9	(19.7)
Business publications	36.9	27.9	32.0
Outdoor	6.6	3.5	86.8
Spot TV	126.7	110.2	14.5
Network TV	105.9	63.0	68.2
Radio	41.1	30.3	35.7
Special events	1.9	1.6	20.1
Other	68.5	NA	NA

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	1,410	1,207	16.8
Offices	19	17	11.8
■ U.S.	**1988**	**1987**	**% chg**
Employees	1,360	1,157	17.5
Offices	13	12	8.3

1988 billings by major office

■ Office, City	Billings
Ketchum Communications, Los Angeles	91.2
Ketchum Communications, San Francisco	181.7
Ketchum Communications, Atlanta	10.0
Ketchum Communications, Washington	37.1
Ketchum Communications, Chicago	60.5
Ketchum Communications, Louisville	10.3
Ketchum Communications, Pittsburgh	109.4
Ketchum Communications, Philadelphia	57.8
Ketchum Communications, New York	167.6

Annual Review

The agency's worldwide billings rose 17.6%, entirely the result of a 19% increase in domestic billings. However, overseas returns remained flat. Both domestic and overseas expansion are part of the agency's continuing strategy. Ketchum acquired Botto, Roessner, Horne & Messinger, a $22 million healthcare agency in New York in the fall of 1988, the latest of a half-dozen acquisitions with $222 million in aggregate billings since May 1987. In a deal it made with Brunning Group PLC, London, the two shops formed Ketchum Brunning International, and have targeted Canada, Italy, Spain, Switzerland and Taiwan as markets for expansion.

U.S. & Foreign Accounts

Gained: Shawmut Natl Bank; Schering-Oculear; Ciba Geigy-Fiberall; Interstate Brands; Cullinet Software; Equitable Gas Co.; American Iron & Steel Institute; Harris Semiconductor; Beatrice Hunt-Wesson Minute Gourmet; Safeway Eastern div; DHL Direct; Kangaroos; Broderbund Software; Paragon Restaurant Group; Ski Ltd.; Security Pacific-Asian; Corning Glassware; Gandalf Technologies; Paterno Imports; Paty Co.; St. Francis Hospital.

Lost: Italian Trade Commission; Independent Insurance Agents of America; General Biscuit; Hamilton Beach; Chevron-Natl Geographic; Avia; Bloomfield Industries; Little Co. of Mary Hospital; Cuddy Farms; Bell Atlantic.

Officers

William H. Genge, chmn & ceo-KCI; Gerald J. Voros, president-coo, KCI; Edward L. Graf, vice chmn-cfo, KCI; Joseph M. Coogle, exec vp-Ketchum Specialized Svcs; John H. Mather, exec vp-info & rsch; Paul Alvarez, president-Ketchum Specialized Svcs; David Drobis, president-Ketchum pr; John Fitzgerald, chmn-Ketchum Advertising USA; Robert W. Kroyer, president-Ketchum Advertising USA; J. Craig Mathiesen, president-Ketchum Advertising LA; Thomas R. Miller, president-Ketchum Advertising NY; Irwin Simms, chmn-Ketchum/Mandabach & Simms/Chicago; Hank Seiden, ceo, Ketchum Advertising NY; Lee Lippman, president-Ketchum/Mandabach & Simms/Chicago; Ken Dudwick, chmn-Ketchum Advertising San Francisco; Sam Rand, exec vp-Ketchum Advertising Philadelphia; Dianne Snedaker, president-Ketchum Advertising San Francisco; Tom Rich, president-Ketchum Advertising Pittsburgh; James Larkin, exec vp-Ketchum Advertising USA.

Phone: (412) 456-3500.

RANK
91

Klemtner Advertising

New York
GROSS INCOME: **$ 12** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	12.0	9.5	26.3
Volume	90.2	70.0	28.9
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	12.0	9.2	30.4
Materials & services	6.8	6.1	11.5
Capitalized fees	71.4	54.7	30.5

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Consumer magazine	2.2	1.7	29.4
Medical journals	46.8	33.4	40.1
Spot TV	11.0	0.0	NA
Network TV	9.5	7.5	26.7
Cable TV	1.6	1.2	33.3
Radio	0.5	0.0	NA
Direct response	7.9	7.0	12.9
Other	20.6	NA	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	125	110	13.6
Offices	1	1	NA

Annual Review

New business and growth from existing clients in amounts of $10.1 million each boosted billings 28.9%. Searle ($7.5 million annualized), resigned late in the year, but it did not affect 1988 returns. Major contributors to the growth from existing clients were Berlex, McNeil, Upjohn, Winthrop Pharmaceuticals and Wyeth/Ayerst. New business on an annualized basis totaled $16.5 million. For 1989, the agency projects a 12-15% growth in billings mostly from full-year returns from Rogaine and new business.

U.S. Accounts

Gained: Roche, home healthcare; Schering, Uni-Dur; Squibb, Pravacol; Upjohn, Zefazone.

Lost: Searle, Calan.

Officers

Albert P. Molinaro Jr., chmn & ceo; Gavin A. Scotti, president.

Phone: (212) 463-3400.

RANK
47

Kobs & Draft Advertising

Chicago
GROSS INCOME: **$ 25** MILLION

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	25.0	12.8	95.5
Volume	166.9	85.3	95.8
■ U.S.	**1988**	**1987**	**% chg**
Gross income	13.5	12.8	5.6
Volume	90.2	85.3	5.8
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	29.1	18.8	55.0
Materials & services	5.2	4.9	4.4
Capitalized fees	56.0	61.6	(9.1)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Direct response	29.1	18.8	55.0

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	240	142	69.0
Offices	13	3	333.3
■ U.S.	**1988**	**1987**	**% chg**
Employees	136	142	(4.2)
Offices	3	3	NA

1988 billings by major office

■ Office, City	Billings
Kobs & Draft, San Francisco	4.3
Kobs & Draft, New York	55.4
Kobs & Draft, Chicago	30.5

Annual Review

Part of the growth objectives at this Backer Spielvogel Bates subsidiary, formerly known as Kobs & Brady, has been to expand international capabilities. Indeed, in 1988, worldwide billings almost doubled, increasing 95.8% with new overseas operations being the major contributor. Of this direct response agency's existing domestic business, Home Box Office increased spending while Fidelity Investments decreased. For 1989, it projects a 7.5% growth mostly from expanded client activity and new business helped by its entrance into the Canadian market with a new office opened in Toronto.

U.S. Accounts

Gained: US West; Prudential Bache; AT&T Info Systems; Electrolux Corp; Mystic Color Lab; Warner Cable Comm; Philip Morris U.S.A.

Lost: The Perrier Group; Life Fitness; Paramount Pictures Corp; U.S. Mint; DHL Corp.

Foreign Accounts

Gained: Austin Rover; Tupperware; *Familien* magazine; Philips; Mercedes Benz; Diner's Club; Meister Verlog mail order; Nordwest Lotterie.

Lost: None.

Officers

Howard Draft, president, chmn-corp; Richard Meyers, exec vp, dir-finance, corp; Tom Brady, exec vp-corp; Sid Liebenson,

Billion dollar agencies by billings growth

		Worldwide billings		U.S. billings			Foreign billings			Foreign as % of worldwide	
Rank	**Agency**	**1988**	**% chg**	**Rank**	**1988**	**% chg**	**Rank**	**1988**	**% chg**	**1988**	**1987**
1	HDM	$1.938	**40.0**	(7)	$0.229	11.1	(1)	$1.709	45.1	88.2	85.1
2	Lintas:Worldwide	$3.586	**28.6**	(2)	1.345	21.4	(5)	2.240	33.4	62.5	60.2
3	McCann-Erickson Worldwide	$4.381	**28.2**	(1)	1.314	21.9	(6)	3.067	31.0	70.0	68.5
4	FCB-Publicis	$4.358	**26.0**	(6)	1.826	12.8	(2)	2.532	37.6	58.1	53.2
5	D'Arcy Masius Benton & Bowles	$3.361	**23.2**	(4)	1.794	14.6	(4)	1.567	34.8	46.6	42.6
6	J. Walter Thompson Co	$3.858	**18.6**	(8)	1.788	10.4	(7)	2.070	26.8	53.7	50.2
7	Grey Advertising	$2.886	**17.2**	(14)	1.520	4.5	(3)	1.366	35.6	47.3	40.9
8	Leo Burnett Co.	$2.865	**16.4**	(5)	1.765	13.9	(8)	1.100	20.6	38.4	37.0
9	Backer Spielvogel Bates Worldwide	$4.678	**15.0**	(9)	1.964	8.6	(9)	2.714	20.0	58.0	55.6
10	DDB Needham Worldwide	$3.020	**13.1**	(3)	1.929	17.8	(16)	1.091	5.7	36.1	38.7
11	Ogilvy & Mather Worldwide	$4.110	**12.2**	(13)	1.875	7.4	(12)	2.235	16.5	54.4	52.4
12	Saatchi & Saatchi Advertising Worldwide	$5.054	**11.1**	(15)	2.210	3.9	(11)	2.844	17.4	56.3	53.3
13	NW Ayer	$1.348	**10.7**	(11)	0.947	7.8	(10)	0.401	18.0	29.8	27.9
14	Young & Rubicam	$5.390	**9.9**	(10)	2.792	8.5	(13)	2.598	11.4	48.2	47.6
15	BBDO Worldwide	$4.051	**8.0**	(12)	2.414	7.6	(15)	1.637	8.6	40.4	40.2
16	Bozell, Jacobs, Kenyon & Eckhardt	$1.283	**(3.2)**	(16)	1.090	(5.2)	(14)	0.193	10.3	15.0	13.2

Notes: Dollars are in billions. These rankings include U.S.-based agencies with worldwide billings of $1 billion or more and are based on % change from 1987 to 1988. Previous years' billings, not shown but used to compute percent change, are all historical. Billings given in this table include subsidiary billings listed on Page 2.

exec vp, dir-mktg, corp; Roy Weiss, sr vp-genl mgr, Chicago; Yvonne Furth, sr vp, dir-client svcs, Chicago; Sandy Moltz, sr vp-exec creative dir, Chicago; Sandy Toback, sr vp-media dir, Chicago; Lynn Fantom, exec vp-genl mgr, NY; Mary Pat Ryan, sr vp, dir-client svcs, NY; Amelia Caprulo, sr vp-media dir, NY; Jeff Ostroth, sr vp-creative dir, NY; Dan Ginsburg, exec vp, dir-intl operations; David Florence, sr vp, dir-European operations; Ian Kennedy, dir-Pacific Region (intl).

Phone: (312) 944-3500

RANK
31

Laurence, Charles, Free & Lawson

New York
GROSS INCOME **$ 43** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	43.3	43.2	0.2
Volume	302.0	302.0	0.0
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	269.0	269.5	(0.2)
Materials & services	17.0	16.5	3.0
Capitalized fees	16.0	16.0	0.0

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	24.2	24.3	(0.2)
Consumer magazine	53.8	53.9	(0.2)
Sunday magazines	5.4	5.4	(0.2)
Business publications	2.7	2.7	(0.2)
Free-standing inserts	2.7	2.7	(0.2)
Outdoor	18.8	18.9	(0.2)
Transit	2.7	2.7	(0.2)
Point of sale	[illegible]	2.7	(0.2)
Spot TV	59.2	59.3	(0.2)
Network TV	69.9	72.8	(3.9)
Cable TV	5.4	5.4	(0.2)
Radio	18.8	18.9	(0.2)
Sales promotion	2.7	0.0	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	334	327	[illegible]
Offices	5	4	25.0

Annual Review

With $13.5 million annualized in new business, including Heinrich Bauer's *First Magazine* ($12 million annualized) and McDonald's owner operations association accounts in Pennsylvania ($9 million) and Rockford, Ill./Green Bay, Wis. ($2.5 million), 1988 still was a flat year as new billings were offset by decreases in spending by existing clients. There were no account losses. The agency expects 5%-10% growth in 1989, as client spending picks up steam.

U.S. Accounts

Gained: Heinrich Bauer *First Magazine*; McDonald's Pennsylvania; McDonald's Rockford.

Lost: None.

Officers

Charles Goldschmidt, chmn-exec committee; Thomas E. Lawson, president-ceo; Laurence D. Dunst, chmn; F. William Free, Martin Smith, vice chmns; Alfred L. Evans Jr., Frank Macina, Alfred Magnane, exec vps-mgmt supers; Dan Franklin, Paul Hodges, exec vps-creative dirs; Todd Middleton, exec vp-business devel; Fred Turdick, exec vp, dir-operations; Janice Clements, exec vp-mktg svcs & media; Douglass Bomeisler, Robin Koval, Richard Goldschmidt, Jody Wiethoff, sr vps-mgmt supers; Robert Adler, sr vp-media dir; Ellen Goldschmidt, sr vp-broadcast prod; Jack Mitnick, sr vp-print prod; Louis F. Hernandez, David Mitchell, Robert Sauer, sr vps-assoc creative dirs; Bernard Kramberg, sr vp-rsch dir; Noel Muniz, vp-treasurer; Jennifer Johnson, sr vp-mgmt super; John McLellan, sr vp-mgmt super, Bloomfield Hills; June G. Burkeen, vp-acct super, Bloomfield Hills; Craig Kapp, sr vp-genl mgr, Milwaukee; Katie Harding, vp, dir-pr, Milwaukee; James Pionkoski, vp-acct super, Milwaukee; John O'Neil, sr vp-genl mgr, Indianapolis; Richard Mendelson, vp-acct super, Indianapolis; Richard A. Delequardia, sr vp-genl mgr, Philadelphia; Judy Speight, vp-acct super, Philadelphia.

Phone: (212) 213-4646

RANK
87

Lavey/Wolff/Swift

New York
GROSS INCOME **$ 13** MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	12.7	10.8	17.1
Volume	84.5	72.2	17.1

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Consumer magazine	5.4	3.0	80.0
Medical journals	42.0	36.0	16.7
Point of sale	4.6	3.6	27.8
Spot TV	3.5	2.0	[illegible]
Network TV	1.1	1.0	10.0
Special events	29.8	26.3	13.4

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	72	72	0.0
Offices	1	1	NA

Annual Review

This healthcare concern had a rise in billings of 17.1% mostly from increases in client budgets. New business accounted for 14% of the growth highlighted by the Burroughs-Wellcome account, while larger budgets from existing accounts were responsible for the remaining 86% of the increase. The agency lost no accounts. Lavey is hoping for a 15% increase in 1989 billings from a mixture of continued spending from existing clients and from new business, including the major account gain from Miles Labs it acquired this year.

U.S. Accounts

Gained: Burroughs-Wellcome; Maybelline Co.; Medic Alert; Toray Mktg Sales.

Lost: None.

Officers

John F. Swift, president-ceo; Kenneth H. Lavey, chmn, creative dir; Charles A. Rockefeller, exec vp; Ronald J. Furedi, Jeremy S. Lee, Robert P. Smith, sr vps-acct group supers; Michael Metelenis, Peter Zamista, sr vps-assoc creative dirs.

Phone: (212) 593-3630

RANK
95

Al Paul Lefton

Philadelphia
GROSS INCOME **$ 12** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	11.7	12.2	(4.1)
Volume	68.0	70.8	(4.0)
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	54.1	56.2	(3.7)
Materials & services	4.6	4.9	(6.1)
Capitalized fees	9.3	9.7	(4.1)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	7.9	7.8	1.3
Consumer magazine	6.6	7.1	(7.0)
Business publications	9.8	10.4	(5.8)
Farm publications	3.6	3.3	9.1
Outdoor	0.2	0.0	NA
Transit	0.5	0.0	NA
Spot TV	9.9	10.8	(8.3)
Network TV	1.9	3.9	(51.3)
Cable TV	2.4	1.7	41.2
Radio	6.8	6.7	1.5
Direct response	3.5	3.4	2.9
Other	1.0	NA	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	149	180	(17.2)
Offices	2	2	NA

Annual Review

New business accounted for $2.3 million of the 1988 billings mix, but the departure of Kendall/Amalie Motor Oils and Wilson Jones represented a large part of $5.3 million in total losses. Growth from continuing business was minor at $800,000, giving the shop a narrow decline for the year. The shop expects 5.7% growth in 1989 based on existing accounts and new clients such as Restore Inc.

U.S. Accounts

Gained: The Travelers Mortgage Svcs; Laventhol & Horwath; GE Consumer Svcs.

Lost: Kendall/Amalie Motor Oils; Wilson Jones.

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by Advertising Age. *See story on Page 6.*

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Public relations' influence on top 10 agencies

Rank w/out PR	Rank with PR	Agency	Worldwide gross income without PR	Agency PR company	PR co. fee	W'wide gross income
1	2	Saatchi & Saatchi Advertising Worldwide	$740.5			$740.5
2	3	Backer Spielvogel Bates Worldwide	689.8			689.8
3	4	McCann-Erickson Worldwide	656.8			656.8
4	1	Young & Rubicam	654.3	Burson-Marstellar[1]	$163.9	757.6
5	5	FCB-Publicis	633.8	Golin/Harris Communications[2]	19.5	653.3
6	6	Ogilvy & Mather Worldwide	587.6	Ogilvy Public Relations Group	47.6	635.2
7	7	BBDO Worldwide[3]	585.9			585.9
8	8	J. Walter Thompson Co.	559.3	Hill & Knowlton[4]	150.0	559.3
9	9	Lintas:Worldwide	537.6			537.6
10	10	Grey Advertising	415.5	GCI Group	17.3	432.8

Notes: Dollars are in millions. PR fee totals were either provided by agencies or reliable secondary sources. AA accepts PR as part of an advertising total if the unit is not considered an autonomous unit by the agency. [1] Total fees were $163.9 million at Burson-Marstellar, but only $103.3 million (media-related) fees were included in Y&R totals. [2] Golin/Harris Communications is being sold to Shandwick PLC, and FCB-Publicis is taking an equity position in Shandwick as part of the transition. [3] Porter Novelli is now part of DDB Needham Worldwide. [4] H&K is now an autonomous unit of WPP Group.

Officers

Al Paul Lefton Jr., president; James W. North, exec vp; Norman Lewis, cfo.

Phone: (212) 867-5100.

RANK
40

Levine, Huntley, Schmidt & Beaver

New York
GROSS INCOME: **$ 32** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	32.1	26.9	19.0
Volume	216.4	181.8	19.0
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	143.3	138.7	3.3
Materials & services	14.7	15.2	(3.3)
Capitalized fees	58.4	28.0	108.8

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	10.3	7.5	38.7
Consumer magazine	23.3	17.6	32.3
Business publications	58.3	2.2	2,514.8
Free-standing inserts	0.0	0.2	NA
Outdoor	1.5	0.6	149.4
Spot TV	64.3	54.9	17.1
Network TV	83.1	60.8	36.6
Cable TV	5.8	4.2	38.9
Radio	6.0	12.3	(51.0)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	250	225	11.1
Offices	6	6	NA

Annual Review

Jim Brandhorst, former president of Henderson Advertising, joined Levine late in 1988 as senior vp-group director handling the agency's new $80 million account from Gallo. The agency also gained Eveready's new Lithium-plus AA-sized battery with an account estimated at $15 million in billings. At yearend, billings for this Grey subsidiary were up 19%. New business accounted for $37.5 million in billings, and budget increases from continuing accounts totaled $7.3 million. Losses equaled $10.2 million largely because of the exit of the Seagrams account. A 20%-25% growth rate is expect in 1989.

U.S. Accounts

Gained: Dreyfus Corp; Eveready Battery Co.; E&J Gallo Winery; Mgmt Science America; Subaru New England.

Lost: Seagram; Webster Industries.

Officers

Robert H. Schmidt, chmn, president & ceo; Harold Levine, chmn-exec comm; Allan Beaver, vice chmn, dir-creative svcs; Jean L. Bergin, sr vp, dir-new business; Terry Bonaccolta, James F. Brandhorst, James Dragoumis, Raymond J. Marione, Jane Pack, sr vps-group dirs; Matthew R. Bud, sr vp-finance; Alan Challin, Anthony DeGregorio, Lee Garfinkel, Nathan Russo, sr vps-creative dirs; Michael Daly, sr vp, dir-media svcs; Robert A. Nelson, sr vp-exec producer; Philip Sklar, John T. Wheaton, sr vps-mgmt supers; Leonard Sternbach, sr vp-operations.

Phone: (212) 545-3500.

RANK
59

Lewis, Gilman & Kynett

Philadelphia
GROSS INCOME: **$ 19 MILLION** ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	19.2	19.2	0.0
Volume	128.0	128.0	0.0
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	69.5	82.0	(15.2)
Materials & services	21.5	12.4	73.4
Capitalized fees	37.0	33.6	10.1

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	6.5	8.2	(20.7)
Consumer magazine	3.0	3.5	(14.3)
Business publications	12.5	13.9	(10.1)
Free-standing inserts	0.4	0.4	0.0
Outdoor	1.6	1.4	14.3
Spot TV	31.5	38.5	(18.2)
Network TV	3.5	4.5	(22.2)
Radio	4.5	7.6	(40.8)
Other	6.0	NA	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	265	275	(3.6)
Offices	3	3	NA

Annual Review

The year was flat, based on $7.5 million in lost business, mainly from Bell of Pennsylvania and Pennsylvania House, that matched the addition of $4.6 million in new business, primarily Keystone Financial Bank and Universal Health Services, and $2.9 million in growth from existing accounts. A 5% increase is expected in 1989, providing the Philadelphia area economy remains stable.

U.S. Accounts

Gained: AUS; Franklin Institute; O'Day Corp.; M&T Chemicals; Philadelphia Convention & Visitors Bureau; Keystone Financial Bank; Universal Health Svcs.

Lost: Bell of PA; Bethlehem Steel; Brown Boveri; Pennsylvania House.

Officers

Robert G. Wilder, chmn; John K. Kaiser, president & ceo; Peter J. Keenan, sr vp-finance & admin; Jacqueline P. Lowell, sr vp-exec creative dir; Edward J. Vatza, vp-rsch dir; Robert W. Schell, Brian J. Gail, Phillip R. Pegg, Edward Mahlman, A. Thomas Tebbens, sr vps-group mgmt supers.

Phone: (215) 790-4100.

RANK
48

LGFE Inc.

New York
GROSS INCOME: **$ 25** MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	24.6	31.8	(22.6)
Volume	172.4	221.3	(22.1)
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	131.1	169.4	(22.6)
Materials & services	24.2	33.3	(27.4)
Capitalized fees	17.2	18.6	(7.8)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	13.5	20.3	(33.7)
Consumer magazine	40.2	54.7	(26.6)
Business publications	15.6	10.8	44.4
Outdoor	1.2	1.1	10.6
Spot TV	2.9	5.0	(41.1)
Network TV	54.4	68.0	(20.0)
Radio	3.2	9.4	(65.9)

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	129	325	(60.3)
Offices	1	1	NA

Annual Review

Although this newly named agency laid off one third its remaining staff one week after losing the IBM account in September and returning 1988 billings that were down 22%, it managed to hold onto Schieffelin & Somerset Co.'s $8 million Hennessy cognac account following a review. It also won a major new pharmaceutical product from American Cyanamid Co.'s Lederle Laboratories and new business from Australian-based Sheridan home furnishings store in U.S. and Motorola/Codex—totaling $10 million, all added in the fourth quarter. The agency survived a major quake in early 1988 when six former execs left to form a joint venture with Young & Rubicam following LGFE's buyout by WPP Group. The breakaway agency, Lord Einstein O'Neill & Partners, besides involving partner defections, took some 40 former LGFE staffers.

U.S. Accounts

Gained: American Cyanamid; Brenmoss Group of Australia; Sheridan; Motorola/Codex; Contel Telephone Operations.

Lost: IBM; WNBC; *New Yorker*; Fuji; Dean Witter.

Officers

Agi Clark, chief creative officer; Tim Elliott, coo; J. William Wardell, president; Norman Geller, chmn; Gene Federico, vice chmn.

Phone: (212) 421-6050.

RANK
9

Lintas:Worldwide

New York
GROSS INCOME: **$ 538** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	537.6	417.9	28.6
Volume	3,585.6	2,787.2	28.6
■ U.S.	**1988**	**1987**	**% chg**
Gross income	201.7	166.1	21.4
Volume	1,345.4	1,107.9	21.4

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	120.6	NA	NA
Consumer magazine	167.2	NA	NA
Outdoor	6.4	NA	NA
Spot TV	59.0	NA	NA
Network TV	477.3	NA	NA
Cable TV	40.7	NA	NA
Radio	42.9	NA	NA
Direct response	50.9	NA	NA
Sales promotion	122.2	NA	NA
Other	172.3	NA	NA

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	6,372	5,264	21.0
Offices	122	NA	NA
■ U.S.	**1988**	**1987**	**% chg**
Employees	1,917	1,390	37.9
Offices	20	20	NA

1988 billings by major office

■ Office, City	Billings
Lintas:Worldwide, New York	691.9
Lintas:Worldwide, Warren, Mich.	598.6
Lintas:Worldwide, Miami	20.9
Lintas:Worldwide, Chicago	3.3
Lintas:Worldwide, Los Angeles	30.2

■ **Notes:** Billings by office are AA estimates.

Annual Review

Looking to provide an integrated marketing program, Lintas in May acquired Muir Cornelius Moore, a sales promotion shop whose client roster included IBM, and by yearend was actively seeking a pr agency as its next priority. Buying MCM did not hurt its chances in the bid for the estimated $120 million IBM business which in September was split between Wells, Rich, Greene and Lintas with the latter handling desktop products, including the Personal System 2 pc. In October Lintas:Campbell-Ewald was awarded the $30-40 million advertising and direct marketing account for Princess Cruises which recently acquired Sitmar Cruises, a C-E client. Early this year, C-E was assigned to the $20 million Meineke Discount Mufflers account. Late in 1988 Lintas:Hakuhodo, the joint venture between Lintas and Japan's Hakuhodo, closed its New York office. Lintas also bought Fahlgren & Swink ($126 million in billings) and MacLaren Advertising, Toronto ($155 million in billings).

U.S. Accounts

Gained: New York—Motorola, RJR Nabisco, Phillips-Van Heusen, Inter-Continental Hotels, IBM. Campbell-Ewald—Princess Cruises.

Lost: New York—Heineken, Citizen. Campbell-Ewald—Hiram Walker, Rockwell, PPG Industries.

Foreign Accounts

Gained: Austria—Universal Versand mail order, Windhager Heating Systems, Salomon ski equipment. Belgium—Agfa, Olympia office equipment. Denmark—Nordisk film, Skandinavisk Kaffeecompagni coffee, Better Brands liquors. England—Inter-Continental Hotels, Bridgewater Windscreens, Bausch & Lomb. Finland—Moilaser Leipomo bakery, Info Manger software. France—Les Freres Lissac opticals, Zanussi appliances, Monsieur Meuble furniture. Germany—Gruner & Jahr magazines, Einbecker Brauhaus beer, Yashica, Matchbox. Greece—Continental, Kotsovolos dept store. Italy—Osama writing instruments, Mura stockings, Pastificio Amato pasta. Norway—Minolta, Lipton, SAS Hotels. Netherlands—CMG software, MBO real estate. Portugal—General de Confiteria gum, Gallina Blanca stock cubes, Heinz. Spain—Minolta, Tabacanaria cigarettes, NEC, Renault. Sweden—Yamaha, Minolta. Switzerland—Wander, Le Clip watches, Commodore. Ivory Coast—Nestle. South Africa—Nixdorf computers, Smithkline. Argentina—Tecno Alimentaria pasta. Brazil—Fabrica de Pael Sta bathroom tissue, Polidura paints, Ideal Tintas paints. Chile—Lab. Berlimed Pankreoflat, Wrangler Jeans. Colombia—Eastern Airlines, Banco Royal. Mexico—Tapetes Luxor carpets. Canada—Kelly Svcs, General Motors. Australia—Rockwell, Inter-Continental Hotels, Fuji, Bridgestone. Hong Kong—Wander, Inter-Continental Hotels, Swiss Bank, Quick-Up Watches. India—BAT cigarettes, Phipson Black Label beer. Indonesia—PT Gawih Jaya cigarettes, PT Tritanu office equipment. Japan—Nihon Siber watches. Malaysia—Magnum Lottery, Dataphone. New Zealand—Noxell, Regent Hotel Auckland. Pakistan—AMA. Philippines—Arthur S. de Moss Foundation, Irish Dairy Board. Singapore—Lipton, Hewlett-Packard, Hertz Car Rental, Shell Gasoline. Taiwan—Chou Chin Gatorade, Golden Harvest, Noxell. Thailand—RJR Nabisco, Thai Dairy Ind., Pitney Bowes, Swift Meats, Dr. Scholl shoes.

Lost: Austria—Alfa Romeo, Carrefour/Huma, Bahlsen. Denmark—Dandy gum, Jacobs Suchard coffee. England—Toyota. France—Triumph, Kiabi apparel. Germany—Nortra. Greece—Helliniki Trofimon snacks. Portugal—Sical coffee, Wander, Richardson-Vicks. Spain—Garrido y Penades rice, Renault 25. Switzerland—Unifontes Citron Bleu. South Africa—Unilever. Argentina—Tetra Pak. Chile—Colmena insurance. Mexico—Hotel Presidente. Canada—Standard Broadcasting. Australia—Arthur Yates, NSW Treasury Corp. Hong Kong—Citibank, Jebsen, Reckitt & Colman, Timberland shoes. India—Citibank. Japan—RCA Columbia. Malaysia—Johnson & Johnson. New Zealand—Subaru Motor Holdings. Singapore—Waddingtons toys, Ambience Trading, Scruples. Thailand—United Wineries.

Officers

William V. Weithas, chmn & ceo-worldwide; Kenneth L. Robbins, dept chmn-worldwide, ceo-intl; Richard D. O'Connor, vice chmn-USA, chmn & ceo-C-E; Spencer Plavoukos, vice chmn-USA, chmn & ceo-NY; Francis J. DeVito, president, dir-creative svcs, NY; William A. Overlock, exec vp-admin & finance, NY; F. Stone Roberts, group exec vp-NY; Louis M. Schultz, exec vp, dir-media, USA; Jan T.L. Homan, exec vp, dir-strategic planning & rsch, USA; Don Peppers, exec vp-bus devel, USA; Richard D. O'Connor, chmn & ceo-C-E; Peter A. Dow, president-coo, C-E; Robert P. Roselle, exec vp-cfo, C-E; Sean K. Fitzpatrick, vice chmn, exec dir-creative, C-E; Robert H. Schirmer, exec vp, dir-client svcs, C-E; Eugene F. Taylor, exec vp-asst to chmn, C-E; Ronald W. Mitchell, exec vp, dir-agency planning, C-E; Anthony J. Hopp, exec vp-acct dir, C-E; James I. Bernardin, chmn & ceo-CECO; Frank E. Hoag Jr., president-coo-CECO; Thomas J. Turner, chmn & ceo-VOS Direct; Lewis M. Smith Jr., exec vp-dir-creative, VOS Direct; William P. Muir, chmn & ceo-MCM; James Cornelius, vice chmn, dir-corp devel, MCM; Richard Moore, vice chmn-chief creative officer, MCM; H. Smoot Fahlgren, chmn & ceo-Fahlgren & Swink; William J. Farson, treasurer-cfo, Fahlgren & Swink; James W. Swearingen, vice chmn-coo, Fahlgren & Swink.

Phone: (212) 605-8000.

RANK
84

Lois/GGK New York

New York
GROSS INCOME: **$ 13** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	13.3	10.4	27.9
Volume	99.4	89.0	11.7

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	5.0	0.0	NA
Sunday magazines	10.0	0.0	NA
Business publications	2.0	0.0	NA
Outdoor	2.0	0.0	NA
Cable TV	62.0	0.0	NA
Radio	12.0	0.0	NA
Direct response	3.0	0.0	NA
Other	3.4	NA	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	95	93	2.2
Offices	1	1	NA

Annual Review

Lois/GGK New York became the new name this month for Lois Pitts Gershon Pon/GGK, and is one of three independent U.S. shops under Lois/GGK, the U.S. end of the Basel, Switzerland-based agency group, GGK Holdings. GGK expects growth in 1989 of about 15%, building on its 11.7% improvement in 1988.

Accounts

Gained: Pepsi-Cola Co; Faberge; Food & Wines from France; Western Devel Corp; Ansell-Americas; Southwestern Bell; Solomon Equities.

Lost: Inter-Continental Hotels; Trump Castle.

Officers

George Lois, chmn-creative dir; Ted Veru, president-coo; Jon Tracosas, exec vp-genl mgr.

Phone: (212) 757-6700.

RANK
93

Long, Haymes & Carr

Winston-Salem, N.C.
GROSS INCOME: **$ 12** MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	12.0	9.1	31.9
Volume	83.6	60.7	37.7
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	44.6	33.6	32.8
Materials & services	12.0	5.9	103.2
Capitalized fees	27.0	21.2	27.3

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	3.7	5.2	(28.8)
Consumer magazine	6.0	7.5	(20.0)
Business publications	4.6	2.8	64.3
Outdoor	2.4	2.4	0.0
Point of sale	3.0	2.6	15.4
Spot TV	14.9	5.1	192.2
Network TV	14.7	13.2	11.4
Radio	3.6	3.2	12.5
Direct response	0.9	1.5	(40.0)
Sales promotion	6.0	5.1	17.6
Special events	12.8	6.3	103.2

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	185	150	23.3
Offices	2	2	NA

Annual Review

A healthy $21.4 million in growth from existing clients, particularly in the special events and promotion areas, pushed up the agency's billings by 37.7% to seat the agency among the top 100 for the first time. It gained $1.4 million in new business and easily absorbed a $40,700 loss from a departing client. A 32% increase is projected for 1989 billings resulting from full-year returns on new accounts and scheduled national roll-outs on several new products as well as continued increases from other existing accounts.

U.S. Accounts

Gained: Adams-Millis Co.; Aris Isotoner Division, Sara Lee Corp.; Hanes Her Way Knit Scarves, Gloves & Hats, Pannill Knitting Co.; Planters Lifesavers Co., Bubble Yum.

Lost: Fairchild Industrial prods.

Officers

Donald N. Adams, chmn & ceo; Robert F. Graham, vice chmn-chief creative officer; Loren L. Chamberlain, vice chmn-chief mktg officer; Robert E. Fly, president-coo.

Phone: (919) 760-3630.

RANK
29

Lowe Marschalk

New York
GROSS INCOME: **$ 46** MILLION ✓

Income & volume
($ in millions)

■ U.S.	1988	1987	% chg
Gross income	45.6	45.6	0.0
Volume	304.2	304.2	0.0

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	408	461	11.5
Officss	NA	NA	NA

1988 billings by major office

■ Office, City	Billings
Lowe Marschalk, San Francisco	17.7
Lowe Marschalk, New York	246.3
Lowe Marschalk, Houston	NA
Lowe Marschalk, Cleveland	41.0

■ **Notes:** Billings by office are AA estimates.

Annual Review

The agency's loss of the $30 million Stroh Beer account, which led to layoffs of 15 to 20 staffers in the New York office, was blamed primarily on flat sales but was not helped by comments attributed to Chairman Michael Lesser about the lack of marketing savvy demonstrated by a Stroh competitor advertising in a gay publication. Other losses included $4 million MONY Financial Services account, $3 million Texas Commerce Bancshares and KPRC-TV, Houston. Gains included the $500,000 Johnson & Johnson dental floss business, $1.5 million six-month campaign for Dep Corp.'s Lavoris Mint mouthwash and $5 million Bertolli U.S.A. olive oil account.

U.S. accounts

Gained: Cleveland—U.S. Videotel. New York—Bertolli Olive Oil. San Francisco—Easton Sports.

Lost: New York—Stroh Beer.

Officers

Michael S. Lesser, chmn & ceo; Andrew J. Langer, president; Richard Villante, exec vp-genl mgr; Barry R. Linsky, exec vp; Eric J. Einhorn, exec vp-acct mgmt; Stuart J. Agres, exec vp, dir-strategic planning; James D. Johnson, exec vp, mng dir-The Mktg Group; Stephen M. Segal, exec vp-media dir; Andrew Aliprandi, exec vp-financial & admin officer; John L. Oliver, sr vp-acct mgmt; Kenneth I. Roffe, exec vp-ceo, Cleveland; Jeffry Adams, exec vp-ceo, San Francisco.

Phone: (212) 708-8800.

RANK
65

Martin Agency

Richmond, Va.
GROSS INCOME: **$ 17 MILLION** ✓

Income & volume
($ in millions)

■ U.S.	1988	1987	% chg
Gross income	16.9	15.4	10.1
Volume	113.0	102.6	10.1

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	195	176	10.8
Offices	2	2	NA

Annual Review

Its existing client base reduced budgets significantly in second half of 1988 but the agency anticipates a return to near previous budget levels in 1989 and forecasts 25% growth. The Richmond-based Market Source was merged with the agency's existing direct response company, The Stenrich Group. Personnel changes got complex when the agency hired Kerry Feuerman as vp-senior copywriter and Danny Boone as VP-senior art director from Ford & Westbrook, recently bought by newly-formed competitor Hawley Martin Partners. David Martin left the Martin Agency he founded to become senior partner in Hawley Martin in August. The Martin Agency vied with the new shop for the $1.5 million Marriott Corp.'s Residence Inn account and won. Martin Agency is a subsidiary of Scali, McCabe, Sloves, which is part of the Ogilvy Group.

U.S. Accounts

Gained: US West, Wrangler, Residence Inn, Maserati, Teli.

Lost: Alcatel; Henry Ford Museum; Palm Beach Co; Mash's Inc.; MBI Inc.

Officers

Harry Jacobs, chmn; Donald Just, president-ceo; James Hughes, vice chmn-creative dir; Ralph Thompson, exec vp-coo; John Adams, exec vp; Alan Newman, president-Alan Newman Associates; Steven Isaac, president-The Stenrich Group; Thomas Robinson, Dale Brown, Paul McKee, John Boatright, Stan Matus, Jerry Torchia, Morty Baran, Dian Tench, Kerry Feuerman, Thomas Weatherly, sr vps; Thomas Weatherly, controller.

Phone: (804) 254-3400.

RANK
76

William Douglas McAdams Inc.

New York
GROSS INCOME: **$ 15** MILLION

Income & volume
($ in millions)

■ U.S.	1988	1987	% chg
Gross income	15.2	15.2	0.2
Volume	107.0	100.9	6.1

■ U.S. volume stats	1988	1987	% chg
Media	69.0	65.0	6.2
Materials & services	0.0	NA	NA
Capitalized fees	38.0	35.9	5.9

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	5.5	6.5	(15.4)
Medical journals	43.0	45.5	(5.5)
Network TV	8.0	0.0	NA
Cable TV	2.0	2.6	(23.1)
Direct response	4.5	3.9	15.4
Sales promotion	4.5	4.6	(1.1)
Other	1.5	NA	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	159	159	0.0
Offices	1	1	NA

Annual Review

The agency specializing in healthcare, sales promotion and hispanic marketing, whose existing client base includes Ciba-Geigy, General Nutrition, Pfizer, Roche, Searle, Schering, Wallace and Wyeth/Ayerest, had a 6% billings increase in 1988. Growth was tied to FDA approval of new product applications from new and current accounts.

U.S. Accounts

Gained: Merck & Co.; Amgen; Savage Labs; Praxis; Purdue Frederick Co.

Lost: Dupont Critical Care.

Officers

Irwin C. Gerson, chmn & ceo; Anthony J. D'Onofrio, president-coo; Joseph G. Carobene, Howard A. Mandelbaum, Ronald J. Vignone, exec vps; Victor Trasoff, sr vp-exec art dir; Thomas Haynes, Walter Scott, Patrick Creaven, sr vps-art; Claire Anderly PhD, sr vp-copy; James Boland, Eugene Fine, sr vps-mgmt supers; Barnett Mennen MD, sr vp-med dir; Brian Boyle, treasurer-cfo.

Phone: (212) 698-4033.

RANK
32

McCaffrey & McCall

New York
GROSS INCOME: **$ 42** MILLION

Income & volume
($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	41.9	41.2	1.8
Volume	303.7	301.7	0.6
■ U.S.	**1988**	**1987**	**% chg**
Gross income	39.8	39.6	0.5
Volume	286.4	287.0	(0.2)
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	201.7	181.6	11.1
Materials & services	23.6	28.1	(16.1)
Capitalized fees	61.0	77.3	(21.0)

Billings by media
($ in millions)

■ Media	1988	1987	% chg
Newspaper	27.0	30.0	(10.0)
Consumer magazine	26.0	23.0	13.0
Business publications	1.0	15.0	(93.3)
Outdoor	4.0	2.0	100.0
Transit	0.0	3.0	NA

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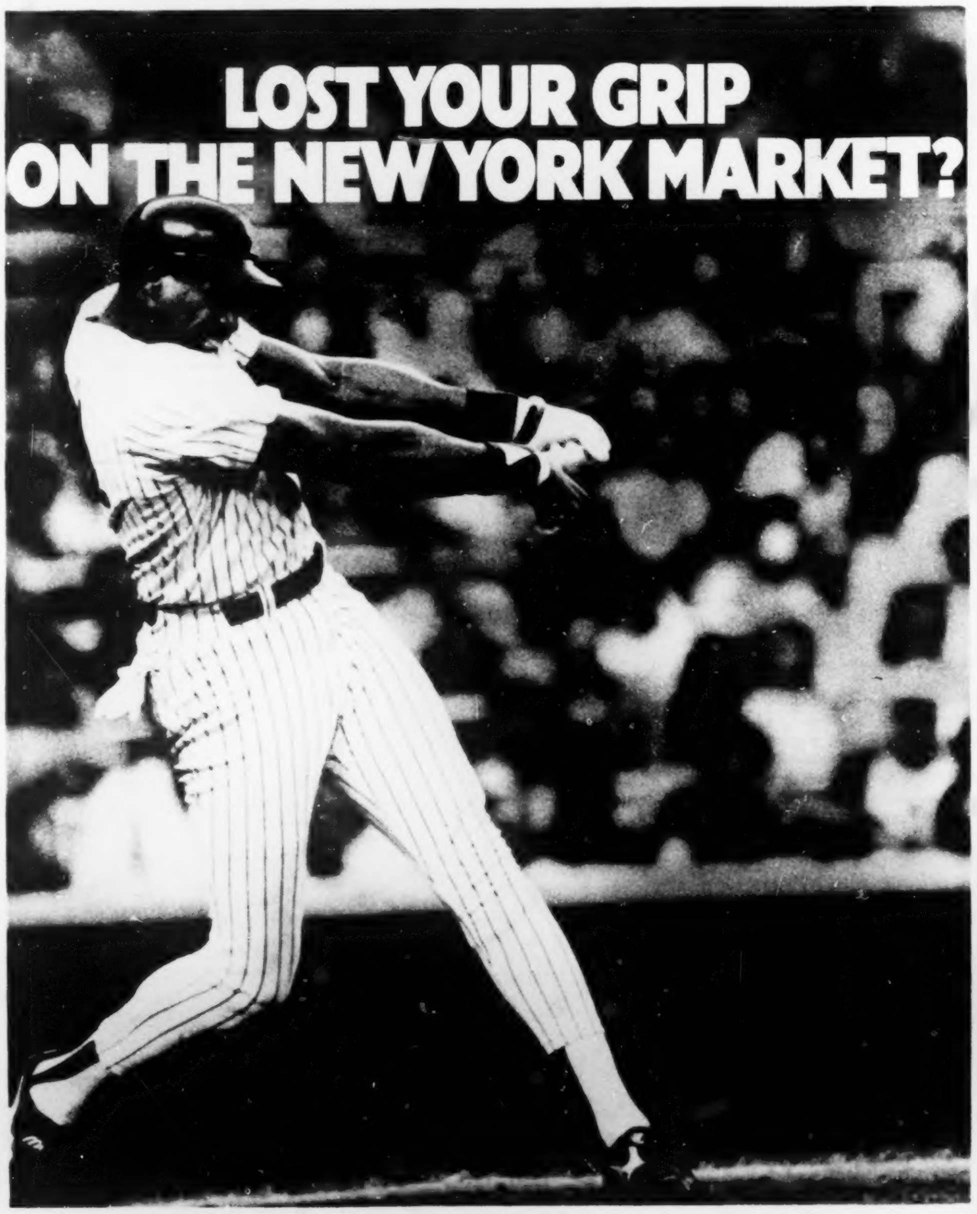
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■ Media	1988	1987	% chg
Point of sale	0.0	3.0	NA
Spot TV	31.0	35.0	(11.4)
Network TV	73.0	80.0	(8.8)
Cable TV	5.0	15.0	(66.7)
Radio	17.0	30.0	(43.3)
Direct response	17.0	51.0	(66.7)

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	417	491	(15.1)
Offices	5	5	0.0
■ U.S.	**1988**	**1987**	**% chg**
Employees	413	486	(15.0)
Offices	4	4	NA

1988 billings by major office

■ Office, City	Billings
McCaffrey & McCall, Irvine, Calif	16.0
McCaffrey & McCall, Atlanta	3.0
McCaffrey & McCall, Zionville, Ind	11.0
McCaffrey & McCall, New York	256.0

Annual Review

Existing client expenditures dominated 1988 billings for the agency including $13 million of spending for Mercedes Benz. This helped offset $9 million losses from Chase Acquisitions, Westinghouse Credit and Allied Fibers. Chief executive Robert H. Cherins moved up to chairman as founder David B. McCall shifted to chairman of the executive committee. Former vice chairman Gary Landis became president and chief operating officer.

U.S. Accounts

Gained: Intl Gaming Mgmt; *Inc.* magazine; Harry Macklowe Real Estate; CIBA Vision; Shamut Natl Corp.; Electrolux; Super Crost Seeds.

Lost: Western Union; United Artists; MacMillan; Chase Acquisitions; NY State Lottery; Allied Fibers; Westinghouse Credit Corp.; Atlantic Bank & Trust.

Foreign Accounts

Gained: None.

Lost: Canada—Burroughs-Wellcome.

Officers

David B. McCall, chmn-exec comm; Robert H. Cherins, chmn & ceo; Bruce P.G. McCall, vice chmn, chief creative officer; Gary D. Landis, president-coo; Michael P. Quinn, cfo; Ralph Cohen, president-coo, M&M Direct Mktg; Linden A. Davis Jr., Robert Werlin, exec vps-rsch dirs; H. Thomas Wilson, exec vp-media dir; William Vieser, vice chmn, dir-client svcs; Paul Goldsmith, vice chmn-new business; Henry E. Dunn III, Harvey M. Kahn, Bernard J. Long, Herbert W. Warden, James Scanlon, exec vps-mgmt supers; William Hamilton, Lila Sternglass, exec vps-creative dirs; Michael P. Quinn, exec vp-cfo, secretary, treasurer; Neil Zelenetz, exec vp, dir-client svcs.

Phone: (212) 350-1000.

Profiles with a check (✓) indicate an independent CPA or accounting firm has reviewed the gross income reported and signed a statement of verification supplied or approved by ADVERTISING AGE. *See story on Page 6.*

RANK
4

McCann-Erickson Worldwide

New York
GROSS INCOME **$ 657** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	656.8	512.5	28.2
Volume	4,381.0	3,418.5	28.2
■ U.S.	**1988**	**1987**	**% chg**
Gross income	197.0	161.6	21.9
Volume	1,314.0	1,078.0	21.9

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	73.4	60.2	21.9
Consumer magazine	144.8	118.8	21.9
Business publications	33.1	27.2	21.7
Medical journals	60.0	49.2	22.0
Outdoor	10.4	8.5	22.4
Spot TV	210.0	172.3	21.9
Network TV	400.9	328.9	21.9
Cable TV	21.0	17.2	22.1
Syndicated TV	30.0	24.6	22.0
Radio	89.5	73.4	21.9

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	8,606	7,941	8.4
Offices	144	144	NA
■ U.S.	**1988**	**1987**	**% chg**
Employees	1,889	1,789	5.6
Offices	10	10	NA

1988 billings by major office

■ Office, City	Billings
McCann-Erickson Worldwide, New York	675.0
McCann-Erickson Worldwide, San Diego	32.0
McCann-Erickson Worldwide, Houston	83.0
McCann-Erickson Worldwide, Seattle	25.0
McCann Healthcare, Chicago	51.0
McCann-Erickson Worldwide, Phoenix	21.0
McCann-Erickson Worldwide, San Francisco	118.0
McCann Direct, New York	46.0
McCann-Erickson Worldwide, Louisville	NA
McCann-Erickson Worldwide, Atlanta	40.0
McCann-Erickson Worldwide, Detroit	150.0
McCann-Erickson Worldwide, Los Angeles	105.5

Annual Review

McCann, which reorganized its San Francisco office into "collaborative" teams functioning as mini-agencies, credits its experimental format with bringing in three new pieces of business including $1.5 million (annualized) Datacopy account, $5 million Vipont Pharmaceutical account and $6 million Washington State Apple Commission account shared with Seattle office. The San Francisco office ranked third in 1988 agency billings behind New York and Detroit and ahead of six other offices, all of which contributed to a strong 22% gain in U.S. billings. Helping boost billings was a full-year's reporting from Geers Gross's U.S. operations, a unit with $130 million in billings purchased in late 1987, and Phillips-Ramsey, an agency with offices in Phoenix and San Diego with billings of $53 million that became part of McCann-Erickson in July, 1988. Among personnel changes, John J. McNamara, president-coo, announced his retirement in early 1989.

U.S. accounts

Gained: Detroit—Michigan Natl Corp., Champion Spark Plug Co. Houston—Datapoint computers, King Ranch, Sierra Geophysics, Talent Tree, Gemcraft Homes. Los Angeles—Mentor Co., Good Earth restaurants, Weintraub Entertainment Group. New York—United Parcel Svc, Columbia. San Francisco—Valent, Monterey Bay Aquarium, Wisconsin Milk Mktg Board, Kurzweil. Seattle—State of Alaska Tourism, Domino's Pizza, Ernst Home Centers, Gargoyles Pro-Tec. McCann Healthcare, Chicago—Baxter Healthcare, Searle, American Medical Assn. Phillips-Ramsey, Phoenix—Coventry Homes, SMI/Systems Mktg, Del Webb, Famous Restaurants, Sun Valley Waterbeds. Phillips-Ramsey, San Diego—Mail Boxes Etc., Shakey's Pizza, Natl Theme Prods, Hollywood Park.

Lost: Houston—Eye & Tech. Los Angeles—Winchell's Donut Houses. New York—Fuji Film, Lea & Perrins. Seattle—Hoody's Nuts, Shakey's Pizza, Rainier Bancorp. McCann Direct—Times Mirror. McCann Healthcare, Chicago—Pennwalt. Phillips-Ramsey, Phoenix—Watt/Hancock Homes. Phillips-Ramsey, San Diego—Hot Springs Spa, San Diego Zoo, IVAC Corp.

Foreign Accounts

Gained: Australia—American Express. Belgium—Stefanel clothing stores, Electronic Data System software, Price Waterhouse. England—Charles Letts diaries, Mecca Holidays holiday centers, Jaeger retailers, Sony, Malaysia Tourist Devel, Friends Provident. Finland—VR state railways, Chesebrough/Unilever Vaseline. Finland (Womena)—Finnish Jewelers Assn., Stefanel. France—Stefanel, Agfa cameras, Datapoint processing equipment. Germany—Geobra toys, Panasonic, Puma. Greece—Stefanel, Buitoni pasta. Italy—Radio Montecarlo, Manetti & Roberts men's toiletries, Italsiel software. Netherlands—Columbia, American Express. Portugal—Stefanel, Petroquimica e Gas, Tia Maria Liqueur. Spain—Panasonic, Exxon, Stefanel, Mennen. Sweden—*SDA/Hitta Ratt*, Datapoint computers. Switzerland—Del Monte, Buitoni, Chesebrough/Unilever, Stefanel, General Motors, Polaroid. Argentina—Agro Industrias Cartellone fruit juices, Nestle. Brazil—Del Monte, Sony, Citizen. Chile—Grupo Bond, Unilever. Columbia—Electimedios, Time & Life. Costa-Rica—Merck Sharp & Dohme, Levi Strauss, SmithKline. Ecuador—Bata sport shoes. El Salvador—General Motors, Mennen. Guatemala—McDonald's, Citizen, Mennen, Ralston-Purina. Honduras—Supermercados La Colonia supermarket. Jamaica—Highgate Food Prods, Assoc Brands. Mexico—Cia Nacional Provincial insurance. Peru—R.J. Reynolds, Machines jeans. Puerto Rico—Pontiac Dealers Assn., Lufthansa Airlines. Barbados—Gulf Stream Industries, British American Insurance. Trinidad—Exxon, Caroni Felcitie rum. Venezuela—Henken industrial sealants, Puropan bread. Australia—RCA/Columbia, Chesebrough/Unilever, Power Brewing, Black & Decker. Hong Kong—Washington State Apple Commission, Getz mattresses, San Miguel Brewery, Jarine Riche Monde Hennessy XO cognac. Japan—Bacardi rum, RCA/Columbia, Sandoz. Malaysia—Nicholas Kiwi detergent, Scott Paper, Washington State Apple Commission, Malaysia Tourist Devel. New Zealand—Datapoint software, Pan Pacific Hotels. Philippines—Globe-Mackay telex/telegraph, Digital. Singapore—Getz mattresses, Nicholas Kiwi household cleaners, Washington State Apple Commission. Taiwan—Exxon, RJR/Nabisco, L'Oreal. Thailand—Casio Watches, Cyanamid, RJR/Nabisco.

Lost: Belgium—Sigma Paints. England—Tuborg Beer, Sterling, Kodak Copiers. Finland—Electrolux. Finland (Womena)—Iittala-Nuutajarvi designer glass. France—Exxon Motor Oil, Warner Lingerie. Greece—*Grammi* magazine. Netherlands—Stybenex insulation, VVTH industrial. Spain—Continente hypermarket, Ministerio Hacienda treasury dept. Sweden—Columbia Pictures, Hellas chocolates. Argentina—Chapelco Ski Resort. Colombia—Unilever. Costa Rica—Svenson hair salons. Guatemala—Persa computers, La Ceiba insurance. Jamaica—Wherry Wharf office equipment, Richardson-Vicks. Mexico—Campbells. Peru—Cia de Servicios Tur. hotel. Barbados—Richardson-Vicks. Trinidad—T&T Telephone. Venezuela—Seagrams. Australia—Toowong Village shopping center, Golden Gasket Lottery. Hong Kong—Carrier, U.S. Poultry & Egg Council. Japan—Ralston-Purina, Bausch & Lomb. Malaysia—Heublein KFC, Philips appliances. New Zealand—Economics Labs. Philippines—Richardson-Vicks, RFM Corp. Singapore—Wellcome, Levi Jeans. Taiwan—Gallo Winery.

Officers

Robert L. James, chmn & president; John F. Bergin, vice chmn; Marcio M. Moreira, vice chmn, chief creative officer-intl; Eugene H. Kummel, chmn emeritus; Gianni Cottardo, exec vp-worldwide, regional dir; Max Cusair, exec vp-worldwide, regional dir-Asia Pacific; John J. Dooner, exec vp-worldwide, president-North America; Michael C. Ferrier, William J. Shively, exec vp-worldwide, regional dir; Peter Hamilton, Bohdan I. Kurylko, Michael Sennott, exec vps-worldwide; Jens Olesen, exec vp-worldwide, regional dir-Latin America.

Phone: (212) 697-6000.

RANK
62

McKinney & Silver

Raleigh, N.C.
GROSS INCOME **$ 18** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	17.9	17.2	4.1
Volume	119.5	114.7	4.1
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	101.5	97.2	4.4
Materials & services	10.6	9.5	11.3
Capitalized fees	7.4	8.0	(7.9)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	21.5	20.0	7.5
Consumer magazine	17.0	16.0	6.3
Business publications	7.5	7.0	7.1
Outdoor	3.5	4.0	(12.5)
Transit	0.0	0.2	NA
Spot TV	29.0	28.0	3.6
Network TV	2.5	4.0	(37.5)
Cable TV	8.0	6.0	33.3
Radio	10.8	10.0	7.5
Direct response	0.8	1.0	(25.0)
Other	1.0	NA	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	122	135	(9.6)
Offices	1	1	NA

Annual Review

The agency lost $33.9 million with the merger of client Piedmont Airlines with US Air, and the loss of Benihana of Toyko. This was slightly offset by $25 million in new business gains including Braniff ($18 million annualized), Karastan Bigelow carpets ($4 million) and Hyde Athletics ($3 million). It expects 20% growth from two existing accounts—Norwegian Cruise Line and FNMA. But without factoring in new business or increased client budgets, the agency conservatively projects an 8% drop in 1989 billings to about $110 million.

U.S. Accounts

Gained: Braniff Airlines; Karastan Bigelow; Hyde Athletics.

Lost: Piedmont Airlines; Benihana of Tokyo.

Officers

Charles McKinney, chmn; Robert Doherty, president; Lloyd Jacobs, exec vp; John Russo, exec vp-creative dir; Michael Winslow, Larry Bennett, Charlie Ashby, sr vps-creative; Janice Hunter, sr vp-media dir; Rick Myracle, James DeVos, David Johnston, sr vps-mgmt supers.

Phone: (919) 828-0691.

Isidore & Paulson grows 7%

I&P, New York, not included in issue totals because of late filing, had gross income of $5.4 million on billings of $35 million in 1988, both up 7% from 1987.

Top 25 U.S. cities by local shop billings

Rank	City	Total local shop billings 1988	1987	% chg	Reported shops	Top office in market by local billings	Local office billings 1988	1987	% chg
1	**New York**	$21,068	$19,202	9.7	169	**Saatchi & Saatchi Advertising**	$1,440	$1,392	3.4
2	**Chicago**	5,941	5,292	12.3	80	**Leo Burnett Co.**	1,765	1,550	13.9
3	**Los Angeles**	3,308	2,924	13.1	57	**Foote, Cone & Belding Communications**	272	235	15.7
4	**Detroit**	3,093	2,620	18.1	31	**Lintas:Campbell-Ewald**	599	493	21.5
5	**San Francisco**	1,467	1,456	0.8	34	**Foote, Cone & Belding Communications**	270	221	22.2
6	**Boston**	1,058	972	8.8	25	**Hill, Holliday, Connors, Cosmopulos**	287	245	17.1
7	**Minneapolis**	993	917	8.3	20	**Campbell-Mithun-Esty**	299	278	7.6
8	**Dallas**	932	850	9.6	16	**Tracy-Locke**	278	201	38.3
9	**Philadelphia**	804	771	4.2	26	**Lewis Gilman Kynett**	128	128	0.0
10	**Cleveland**	643	615	4.5	16	**Nationwide Advertising Services**	185	157	17.8
11	**Atlanta**	620	560	10.6	24	**Tucker Wayne/Luckie & Co.**	120	123	(2.4)
12	**St. Louis**	581	531	9.5	9	**D'Arcy Masius Benton & Bowles**	324	280	15.7
13	**Houston**	401	379	5.8	14	**Ogilvy & Mather**	100	95	5.3
14	**Pittsburgh**	321	310	3.5	7	**Ketchum Communications**	117	119	(1.7)
15	**Baltimore**	314	291	7.8	8	**W.B. Doner & Co.**	87	78	11.5
16	**Washington**	310	283	9.6	8	**Earle Palmer Brown Cos.**	136	119	14.3
17	**Milwaukee**	290	263	10.3	13	**Bader, Rutter & Associates**	50	49	2.0
18	**Seattle**	248	225	10.2	10	**Cole & Weber**	70	64	9.4
19	**Kansas City, Mo.**	241	225	7.1	10	**Bernstein-Rein Advertising**	79	79	0.0
20	**Rochester, N.Y.**	228	219	4.2	9	**Rumrill-Hoyt**	76	68	11.8
21	**Stamford, Conn.**	218	204	7.1	12	**North Castle Partners**	50	44	13.6
22	**Richmond, Va.**	175	151	16.2	5	**Martin Agency**	113	103	9.7
23	**Columbus, Ohio**	152	132	14.8	5	**Fahlgren & Swink**	72	66	9.1
24	**Miami**	130	110	18.2	12	**Ad Team of Florida**	37	34	8.8
25	**Raleigh, N.C.**	129	122	5.1	2	**McKinney & Silver**	119	115	3.5

Notes: Dollars are in millions.

RANK
80

M.E.D. Communications

Woodbridge, N.J.
GROSS INCOME: **$ 14** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	14.2	11.1	27.4
Volume	93.0	73.0	27.4
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	19.0	13.0	46.2
Materials & services	8.0	6.0	33.3
Capitalized fees	66.0	54.0	22.2

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Consumer magazine	1.0	0.0	NA
Medical journals	12.0	13.0	(7.7)
Network TV	6.0	0.0	NA
Other	NA	0.9	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	120	105	14.3
Offices	1	1	NA

Annual Review

As part of the Mednet International Healthcare Agency Network, which includes affiliates in France, U.K., Switzerland, West Germany and Japan, this Woodbridge, N.J.-based shop experienced a 27.4% billings increase in 1988. Existing clients include DuPont, Ortho, Sandoz, Schering-Plough, Smithkline & French and Wallace.

U.S. Accounts

Gained: Centocor Inc.; Alcon Laboratories; Reed & Carnick; Forest Laboratories.

Lost: Kerlone (G.D. Searle).

Officers

Robert Portman, president; Tom H. Rosenwald, exec vp-genl mgr; Edward Cohen, exec dir-creative svcs.

Phone: (201) 636-6600.

RANK
37

Medicus Intercon International

New York
GROSS INCOME: **$ 35.5** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	35.5	32.0	11.0
Volume	286.2	249.9	14.5
■ U.S.	**1988**	**1987**	**% chg**
Gross income	12.5	11.9	5.1
Volume	117.6	104.2	12.8

■ U.S. volume stats	1988	1987	% chg
Media	21.0	16.3	29.4
Materials & services	17.5	12.9	35.3
Capitalized fees	79.0	75.0	5.4

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Consumer magazine	3.2	10.3	(68.7)
Medical journals	8.5	3.5	143.1
Point of sale	13.1	9.7	35.3
Spot TV	7.0	1.0	600.0
Radio	2.3	1.5	58.5
Direct response	4.4	3.2	35.3
Other	NA	58.2	NA

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	435	421	3.3
Offices	20	20	NA
■ U.S.	**1988**	**1987**	**% chg**
Employees	158	136	16.2
Offices	3	3	NA

Annual Review

The agency, which is owned by D'Arcy Masius Benton & Bowles, anticipates a 19% growth in 1989 billings based on maturing of new business gained last year.

U.S. Accounts

Gained: Boehringer Mannheim, Fisons; Louis Rich, Searle.

Lost: None.

Foreign Accounts

Gained: Germany—Knoll, Merrell Dow, Warner-Lambert. Hong Kong—Boehringer Mannheim. Italy—Procter & Gamble. Japan—Boehringer Ingelheim, Sankyo. Spain—Farmitalia, Sandoz. U.K.—Boehringer Ingelheim, Roche, Sandoz.

Lost: The agency did not report accounts lost.

Officers

Lawrence J. Lesser, chmn & ceo; Hartwig Elimer, vice chmn; William G. Castagnoli, president; Nicholas F. Maiale, Wilhelm Rall, exec vps-group dirs, Intl; Gary A. Elman, sr vp-corp controller; Jay M. Cohen, exec vp-mng dir; Stephen P. King, exec vp, dir-client svcs; Robert E. Gengenbach, Jennifer Greenblatt, Melissa Gryczka, Neil James, sr vps, dirs-client svcs; Kenneth F. Benjamin, sr vp, dir-mktg & media; Ralph Jacobsen M.D., sr vp-medical dir; Joseph L. Davis, exec vp-mng dir, consumer; Gerald S. Weinstein, exec vp-creative dir, consumer; Robert M. Ross, president-Science & Medicine.

Phone: (212) 826-0760.

RANK
88

Miller Advertising Agency

New York
GROSS INCOME: **$ 13** MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	12.5	11.1	12.6
Volume	83.5	76.3	9.4
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	66.5	61.5	8.1
Materials & services	1.6	1.5	6.7
Capitalized fees	15.4	13.3	15.8

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	54.0	NA	NA
Spot TV	5.0	NA	NA
Cable TV	2.0	NA	NA
Radio	5.0	NA0	NA
Other	NA	19.2	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	180	180	0.0
Offices	4	4	NA

Annual Review

The agency, with four offices in New York, New Jersey and Massachusetts, predicts 5-10% billings growth this year, in keeping with the 9.4% growth in 1988. Its 1988 billings mix included $4.2 million in new business and $4 million in existing business with $1 million in losses largely from Martin Motors.

U.S. Accounts

Agency did not report accounts gained or lost.

Officers

Leonard Miller, chmn; Robert Miller, president; Walter Hadrigan, vp-controller; Andrew Miller, vp; Nicole Miller, treasurer.

Phone: (212) 929-2200.

RANK
100

Mojo U.S.A.

San Francisco
GROSS INCOME: **$ 11** MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	11.0	9.6	15.5
Volume	73.6	63.7	15.6
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	55.3	51.5	7.4
Materials & services	14.7	9.1	61.0
Capitalized fees	3.7	3.1	18.5

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	6.0	4.9	21.6
Consumer magazine	7.1	7.1	0.6
Farm publications	1.2	2.2	(44.6)
Outdoor	1.4	1.9	(24.5)
Transit	0.2	0.3	(41.6)
Spot TV	24.8	22.9	8.0
Cable TV	1.2	1.1	6.9
Radio	13.4	11.1	21.0

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	147	130	13.1
Offices	3	3	NA

1988 billings by major office

■ Office, City	Billings
Mojo U.S.A., Houston	12.2
Mojo U.S.A., San Francisco	59.8
Mojo U.S.A., New York	1.6

Annual Review

Due to a pending merger with Chiat/Day, the agency made no billings forecast. Some 25 of Mojo USA's 95 staffers in San Francisco were laid off in March 1989. The $8 million Pepsi-Cola Bottlers of Northern California account was the major loss in 1988. The agency expects growth from existing business including Northern California Toyota Dealers and G. Heileman's Rainier, Lone Star and Iron City beers. Mojo's work for Bond Corp. Holdings in Australia helped it gain the Heileman business when Bond bought out the La Crosse, Wis., brewer. Since the 10-person New York office opened in

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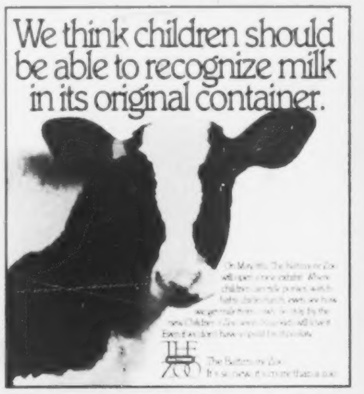
225 NORTH MICHIGAN AVENUE CHICAGO, ILLINOIS 60601 312-332-7540

AGENCY OF THE YEAR: RUNNER-UP

W.B. Doner & Co. mixes humor with ad messages

Agency also scores with some 'big ideas,' and wins international assignment for British Petroleum work


We think children should be able to recognize milk in its original container.
THE ZOO
The Baltimore Zoo

Humor is a mainstay in many campaigns for Doner clients. Even ads for Baltimore's zoo are no immune.

Runner-up W.B. Doner & Co. earned the attention of Advertising Age editors with ads that mixed irreverent humor with strong selling points.

Based in Southfield, Mich., and Baltimore, Doner also scored with several "big ideas," including turning the town of Hope, Ind., into a burger-free zone to promote Arby's roast beef sandwiches.

Another big idea won a worldwide ad assignment from client British Petroleum. It was an ad showing the many modes of transportation BP serves—diesel trains, jets, helicopters and semi-trailers—all seeming ready to converge on a motorist quietly filling up his car.

GO TO WORK ON AN EMPTY HEAD.
THE SUN
Reagan urges INF pact OK

[Penn Adv]

Outdoor message from Doner for client Baltimore Sunpapers uses a simple message—a twist on the eat-a-good-breakfast theme—to reach motoring commuters in the Baltimore area.

This scene is from a BP commercial showing the many forms of transportation British Petroleum services. Variations of the Doner-produced spot are being shown in 20 countries.

The "BP on the Move" spot ran in 20 countries, and Doner has now opened a London office to handle other BP assignments.

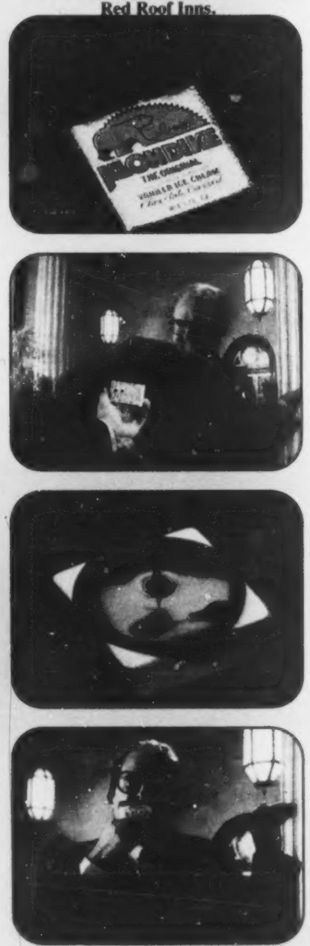
A couple of "what ifs" also scored. To introduce premium-priced Iams dog food, Doner showed what would happen if dogs and cats ran the world. And a tried-and-true technique—asking kids what would happen if there was no electricity—produced some humorous spots for Edison Electric Institute.

Long known for its retail work, Doner's humorous ads for Highland Superstores continued to win applause, as did its whimsical spots for Klondike bars. For Klondike, stuffy business types were shown as ready to act silly to get a free Klondike bar.

The agency isn't as attached to big-name presenters as some shops, but Doner did bring in comedian Martin Mull as spokesman for Red Roof Inns ("A good mint—$27, but it's good") and actor Billy Dee Williams for Colt 45 malt liquor. ☐

Next Time, Hit The Roof
1-800-The Roof
red roof inns

Comedian Martin Mull was brought in by the agency to be spokesman for Red Roof Inns.



People do strange things in the Klondike bar spots, including the "I'm a little teapot" bit.

1987, it picked up several accounts including the $2 million Reader's Digest domestic and international trade account.

U.S. Accounts

Gained: Houston—CADCenter Limited. New York—Girl Scouts of USA, Grandy's Food, Indoor Sporting Systems, Pierre Fabre, Reader's Digest, Coward Shoe. San Francisco—Schlage Lock Co., Victorian Tourism Commission.

Lost: Houston—St. Lukes Hospital, T.F. Judgins, Dresser Industries, DuPont AgChem. San Francisco—Blue Cross, Fleming, Grand Auto, Mug Root Beer, Pepsi Bottlers.

Officers

Don Dorward, chmn-San Francisco; Bob Riddell, exec vp-San Francisco; Ed Bennett, John Galbraith, Fred Greene, Josh Nichol, sr vps-group acct dirs, San Francisco; Kurt Olsen, sr vp-media planning, San Francisco; Dawn Tognoli, sr vp-media buying, San Francisco; John Coll, Fran Huelse, sr vps-co-creative dirs, San Francisco; Mort Kohn, sr vp-assoc creative dir, San Francisco, Bob Blomquist, vp, dir-sales promo, San Francisco; Don Freed, vp-finance, San Francisco; Gil Lindberg, vp-rsch dir, San Francisco; Darryl McGuire, vp-assoc media dir, San Francisco; Jeff Raleigh, vp, dir-pr, San Francisco. Houston—Joe Van Trump, president; Ross LeFevre, exec vp; Scott Williams, vp-acct dir; Jim Whaley, vp-creative dir, Bill Holicek, vp-assoc creative dir. NY—Julian Martin, president; Don Freed, vp-controller.

Phone: (415) 956-7470.

RANK
49

Nationwide Advertising Service

Cleveland
GROSS INCOME: **$ 24** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	24.1	20.4	17.9
Volume	185.4	157.2	17.9

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	153.9	133.6	15.2
Consumer magazine	11.1	7.9	40.5
Other	20.4	NA	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	376	358	5.0
Offices	31	31	NA

Annual Review

The Cleveland-based recruitment agency serving personnel departments of client companies, had a 13% billings growth in 1988 which it credited to continued growth in its marketplace, enhanced service to clients and aggressive new business efforts. It lists 31 offices in the U.S.

U.S. Accounts

Agency did not report accounts lost or gained.

Officers

George Gund, Gordon Gund, co-chmns; John W. Graham, vice chmn-ceo, treasurer; Thomas A. Richey, president-coo.

Phone: (216) 579-0300.

RANK
22

Ogilvy & Mather Direct Response

New York
GROSS INCOME: **$ 97** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	97.0	84.0	15.5
Volume	647.0	560.0	15.5
■ U.S.	**1988**	**1987**	**% chg**
Gross income	41.0	39.0	5.1
Volume	272.0	260.0	4.6

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Direct response	272.0	260.0	4.6

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	1,212	1,200	1.0
Offices	47	43	9.3
■ U.S.	**1988**	**1987**	**% chg**
Employees	471	495	(4.8)
Offices	8	9	(11.1)

Annual Review

The Ogilvy Group subsidiary predicts a 10% growth domestically with 15-20% growth outside the U.S. for this year. In 1988, the loss of the $2.5 million ChemLawn account was offset by Sealand Services, which awarded its $3.5 million shipping services account to this direct response agency. Agency financial totals include those of other Ogilvy Group direct response units, A. Eicoff & Co., and Targeted Communications.

U.S. Accounts

Gained: Union Bank; Sealand; Microsoft; US Robotics; First Nationwide Bank; Science Research Assoc.

Lost: Chemlawn.

Foreign Accounts

Gained: Ford; Sealand; Rank Zerox. Agency did not report accounts lost.

Officers

Jerome W. Pickholz, chmn & ceo; Stanley Winston, vice chmn-exec creative dir; William Morrissey, president-coo; Rochelle Lazarus, sr vp-mng dir, NY; Ron Bliwas, president-A. Eicoff & Co.; Robert Smith, president-Targeted Communications; Pamela Reese, sr vp.

Phone: (212) 340-3500.

RANK
6

Ogilvy & Mather Worldwide

New York
GROSS INCOME: **$ 635** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	635.2	563.9	12.7
Volume	4,110.1	3,663.8	12.2
■ U.S.	**1988**	**1987**	**% chg**
Gross income	281.1	261.6	7.4
Volume	1,874.9	1,745.2	7.4

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	32.0	43.0	(25.6)
Consumer magazine	121.0	196.0	(38.3)
Sunday magazines	2.0	2.0	0.0
Business publications	35.0	12.0	191.7
Outdoor	4.0	33.0	(87.9)
Spot TV	182.0	175.0	4.0
Network TV	479.0	391.0	22.5
Cable TV	21.0	9.0	133.3
Radio	96.0	65.0	47.7
Direct response	272.0	260.0	4.6
Other	8.0	1.1	(9.1)

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	7,671	7,693	(0.3)
Offices	44	42	4.8
■ U.S.	**1988**	**1987**	**% chg**
Employees	2,732	2,810	(2.8)
Offices	275	264	4.2

1988 billings by major office

■ Office, City	Billings
Ogilvy & Mather Direct, New York	272.0
Ogilvy & Mather, Chicago	187.3
Ogilvy & Mather, Miami	NA
Ogilvy & Mather, Los Angeles	103.9
Ogilvy & Mather, New York	803.4
Ogilvy & Mather, Honolulu	11.0
Ogilvy & Mather, Houston	99.8
Ogilvy & Mather, Dearborn, Mich	NA
Ogilvy & Mather, Atlanta	53.1
Rolf Werner Rosenthal, New York	44.5

Annual Review

O&M attributes its 12% growth in worldwide billings in 1988 to spending from new clients including Simplesse ($9 million annualized), Microsoft ($15 million), Tandem ($6 million) and Thompson Medical ($10 million) and existing business including new products from General Foods ($20 million), Hershey Mounds/Almond Joy ($12 million), Pepperidge Farm ($5.5 million), Mattel ($8.2 million), Sears ($20 million), Chesebrough-Ponds ($3.7) and Beecham ($4.7 million). These gains more than offset losses from Mattel Hot Wheels ($4.6 million), Schering ($20 million) and Hallmark ($40 million). Kenneth Roman became chairman-ceo succeeding Graham Phillips who remains chairman of the executive committee and oversees Scali, McCabe, Sloves and Research International units. O&M closed its Tokyo subsidiary as it withdrew from the Japanese market. Early this year heavy trading in Ogilvy stock fueled rumors of a possible takeover, however, no suitor has materialized as yet.

U.S. Accounts

Gained: American Express; Optima; Beecham; Chesebrough-Ponds; Pepperidge Farm; Innovative Controls; Mattel; Microsoft; Tandem; NutraSweet; Simplesse; Sears; Martha White Foods; Ford

Co-op, Hawaiian Air, Hershey, General Foods; Glass Packaging Institute, Thompson Medical; Greensheet, Nevada Properties, Lake Lanier Islands; Hershey's Cadbury Eggs.

Lost: AFG, Criterion; Deck the Walls, Mattel, Metier, Pizza Inn; Schering-Spenco; Enron; Hallmark, WMS, Laser Connection.

Foreign Accounts

Gained: Ford Venezuela, Portugal, WDL Bank-Dusseldorf, Continental Tires-Dusseldorf, Unilever-U.K., Italy, Germany, Midas-Canada; Nestle-Australia, New Zealand, U.K., B.A.T.-Brazil, U.K.

Lost: Milk Mktg Board-U.K., Compaq Australia, Scottish Amicable-U.K., Kimberly-Clark-U.K., Michelin-London; Reebok-London; Nycredit-Denmark, Volvo-Denmark.

Officers

Norman Berry, president-creative; Alexander Brody, president-Intl; Kenneth Roman, chmn, Graham Phillips, president-N. America; Peter Scarpert, cfo-O&M US, Charles Walsh, cfo-O&M Worldwide.

Phone: (212) 907-3400.

RANK
79

Poppe Tyson

New York
GROSS INCOME: **$ 14** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	14.3	9.0	58.9
Volume	95.0	66.0	43.9
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	59.0	41.0	43.9
Materials & services	25.0	16.8	48.8
Capitalized fees	11.0	8.2	34.1

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	131	124	5.6
Offices	2	3	(33.3)

Annual Review

This Bozell Inc. agency sold its Boston shop ($14 million billings) to management there, and bought Williams, London, Marchin, Weltman & Associates, West Orange, N.J., ($15 million billings) while notching a 44% gain in 1988 billings.

U.S. Accounts

Gained: APA Transport; Sam Reider & Sons; Sigma Corp; Silk America; Asbach Intl; Caldwell College; Port Authority Aviation; PSE&G; Falkin Assoc.; Model Rectifier Corp; Brotherhood Const; Summit Bank; Custom Living; Siemens Corp; New Jersey Transit; Bethlehem Steel; Prudential Home Mktg; Osram Corp.; Locate; Fabricated Plastics; Charmant Eyewear; James Huber; Mamiya; Seal Prods.

Lost: New Jersey Bell; Elizabethtown Gas; Newark Beth Israel Hospital; Rowe Intl; Charles Ross & Sons; Dollar Dry Dock.

Officers

Fergus Odaly, president-coo; Gary Davis, chmn & ceo.

Phone: (212) 725-2900.

RANK
51

Rapp Collins Marcoa

New York
GROSS INCOME: **$ 24** MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	23.7	23.4	1.3
Volume	236.3	218.6	8.1
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	134.5	131.7	2.1
Materials & services	25.8	18.9	36.5
Capitalized fees	76.0	68.0	11.8

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Free-standing inserts	9.3	9.1	2.2
Direct response	125.2	122.6	2.1
Other	NA	4.0	50.0

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	328	307	6.8
Offices	6	6	NA

1988 billings by major office

■ Office, City	Billings
Rapp & Collins Marcoa, Chicago	59.7
Rapp & Collins Marcoa, Boston	24.9
Rapp & Collins Marcoa, Newport Beach	NA
Rapp & Collins Marcoa, New York	76.5
Rapp & Collins Marcoa, Dallas	69.8

■ **Notes:** Billings by office are AA estimates.

Annual Review

This direct marketing agency represents the linkage in 1988 of two agencies from different sides of the Omnicom family tree—DDB Needham's Rapp & Collins USA, New York, and MARCOA DR Group from BBDO. Rapp & Collins, itself is a 1986 merger of R&C and Direct Response Group, Dallas, while MARCOA DR Group was formed by the merging of three shops about the time of the Omnicom formation. Existing business accounted for $18.5 million in the 1988 billings mix with new business pegged at $12.4 million offset by $13.2 million in losses. Co-founder Tom Collins was awarded the first Irving Wunderman award.

U.S. Accounts

Gained: U.S. Navy, New England Telephone; U.S. Golf Assn.; Country Curtains; Brinks Home Security; British Airways; Waterford Wedgwood.

Lost: Encyclopaedia Britannica; ADT; Monex; Save The Children; Field Publications; Aparacor; Black & Decker; Weight Watchers.

Officers

David Hefter, chmn; James E. Dunne III, president; Ronald Perrella, vice chmn; Carmen Baez, president-Boston; Lloyd Kieran, president-L.A.; David King, president-Chicago; Robert Mohr, president-Dallas; David Scholes, president-NY; Emily Soell, chief creative dir; Edward E. McNally, cfo.

Phone: (212) 725-8100.

RANK
78

Richards Group

Dallas
GROSS INCOME: **$ 15** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	15.1	13.4	12.7
Volume	101.4	89.1	13.8
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	42.9	27.0	59.2
Materials & services	14.0	12.4	12.9
Capitalized fees	44.5	49.7	(10.6)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	3.5	1.6	122.6
Consumer magazine	5.8	3.1	87.1
Business publications	1.3	1.1	23.8
Free-standing inserts	0.1	0.1	NA
Outdoor	1.5	1.2	30.4
Spot TV	13.3	10.8	23.7
Network TV	4.3	1.4	207.1
Cable TV	0.7	0.2	250.0
Radio	12.5	0.8	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	166	149	11.4
Offices	1	1	NA

Annual Review

The $15 million creative account for Long John Silver's Seafood Shoppes was the major addition in 1988, although short-lived because the agency lost it this past month. Other gains—Burlington Northern, Windham Hotels & Resorts and Community Coffee (each $4 million annualized)—and budgetal increases from existing accounts will push billings up in 1989, though probably not by the 30% projected prior to the LJS loss. The only account losses in 1988 were resigned. They included Grandy's ($4.4 million) and Residence Inns ($1.8 million). It handled Pier One Imports first national print campaign in 1988.

U.S. Accounts

Gained: Long John Silvers; Burlington Northern; Windham Hotels & Resorts; Community Coffee; Flower Country USA.

Lost: Grandy's; Resident Inn.

Officers

Stan Richards, president; Scot Dykema, cfo; Brad Todd, Rod Underhill, Jim McGhee, mgmt supers; Scott Crockett, mktg group head; Gary Gibson, Glenn Dady, Grant Richards, Ray Redding, Doug Racker, Mike Malone, Glenn Gill, Dick Mitchell, Steve Miller, Thomas Hripko, creative group heads; Mark Cunningham, dir-rsch & acct planning; Hart Weichselbaum, Michael Leonard, media dirs.

Phone: (214) 891-5700.

RANK
52

Hal Riney & Partners

San Francisco
GROSS INCOME: **$ 23** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	23.0	23.0	0.0
Volume	200.0	200.0	0.0

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	183	185	(1.1)
Offices	3	3	NA

Annual Review

Riney had an active year winning the much sought after $100 million Saturn Corp. account but losing Austin Rover estimated at $20 million as a result. The agency picked up a $30 million Stroh's account but had to cut its ties with Anheuser-Busch. There were increases in the Perrier account but Shaklee Corp., San Francisco, was resigned because of conflict. All this coming and going produced flat returns in 1988, a year that got off to an inauspicious start following the resignation of the $75 million E.J. Gallo Winery account in December, 1987. Among the offices, New York was particularly hard-hit when the $15 million E.F. Hutton business pulled out after Hutton was bought by Shearson Lehman Brothers, and when Tom Rost, a top creative director, left to re-join Ogilvy & Mather.

U.S. Accounts

Gained: Saturn Corp., WWOR-TV, Dell Computers, Stroh's Brewery.

Lost: Shakley Corp., Austin Rover Cars of North America, Anheuser-Busch, E.F. Hutton, *Good Housekeeping*.

Officers

Hal Riney, chmn.

Phone: (415) 955-4324.

RANK
64

Rosenfeld, Sirowitz, Humphrey & Strauss

New York
GROSS INCOME: **$ 17** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	17.4	16.5	5.5
Volume	116.0	110.0	5.5
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	100.0	96.0	4.2
Materials & services	7.2	7.3	(1.4)
Capitalized fees	8.8	6.7	31.3

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	9.0	8.0	12.5
Consumer magazine	33.0	33.0	0.0
Business publications	3.0	3.0	0.0
Outdoor	1.0	1.0	0.0
Spot TV	25.0	24.0	4.2
Network TV	14.0	14.0	0.0
Cable TV	2.0	2.0	0.0
Radio	9.0	9.0	0.0
Direct response	4.0	2.0	100.0

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	122	114	7.0
Offices	2	2	NA

1988 billings by major office

■ Office, City	Billing
Rosenfeld, Sirowitz, Humph, Ft. Lauderdale	2.0
Rosenfeld, Sirowitz, Humph, New York	114.0

Annual Review

The agency acquired Muhlfeld & Wolff, a $10 million shop founded in 1974, which became a division of RSH&S, and also bought Patchen Brownfeld in Phoenix, Ariz., a $17 million agency, and renamed it RSHS/Patchen Brownfeld. In 1988 the Rosenfeld shop handled a $4 million campaign for Chase Manhattan Bank investment products and a $3 million launch of Playtex's Jhirmack Silver shampoo and conditioner for gray hair. RSHS growth remained relatively flat at 5.5%. Total volume remains far short of the 1986 high of $149 million billings. However, RSHS seems poised to push billings much higher in 1989 with new account gains, particularly Burger King (East regional ad program), and the consolidation of acquisitions.

U.S. Accounts

Gained: Merillat.

Lost: Block Drugs.

Foreign Accounts

Gained: Smith Corona-U.K. & Canada.

Lost: The agency did not report.

Officers

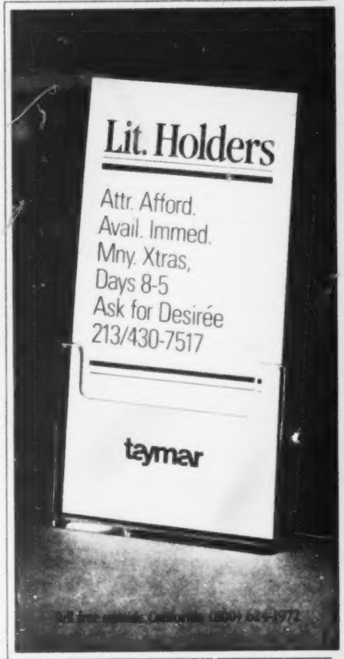
Ronald Rosenfeld, Leonard Sirowitz, Harold Strauss, co-chmns.

Phone: (212) 505-0200.

RANK
23

Ross Roy Group

Bloomfield Hills, Mich.
GROSS INCOME: **$ 85** MILLION ✓



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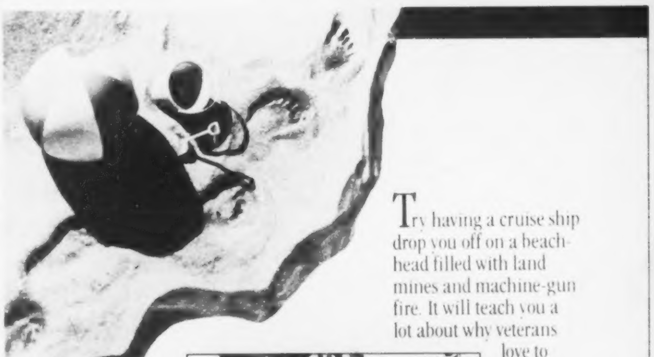

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THE AMERICAN
LEGION
MAGAZINE

Veterans
Mean
Business

*SMRB 88

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	85.2	71.3	19.5
Volume	568.1	475.3	19.5
■ U.S. volume stats	1988	1987	% chg
Media	210.3	180.3	16.6
Materials & services	59.1	42.8	38.1
Capitalized fees	298.7	252.2	18.4

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	12.7	12.7	0.0
Consumer magazine	29.6	28.8	2.8
Sunday magazines	3.3	5.2	(36.5)
Business publications	6.3	6.0	5.0
Outdoor	4.1	6.2	(33.9)
Transit	0.0	0.4	NA
Spot TV	55.9	53.9	3.8
Network TV	59.7	35.8	66.8
Cable TV	5.7	2.9	95.3
Syndicated TV	6.8	0.0	NA
Radio	27.4	24.1	13.7
Direct response	51.7	59.6	(13.3)
Sales promotion	37.7	26.0	45.0
Other	4.6	NA	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	848	805	5.3
Offices	9	10	(10.0)

1988 billings by major office

■ Office, City	Billings
Calet, Hirsch & Spector, New York	82.5
Dilorio, Wergeles, New York	15.0
Gray & Kilgore, Troy, Mich	7.0
Griswold Inc., Cleveland	41.4
Ross Roy Inc., Detroit	422.1

Annual Review

A buying spree in 1988 capped in November with the purhase of Group 243, the Ann Arbor, Mich.-based agency whose major account is the $50 million Domino's Pizza business, a sale also including an Atlanta office and a printing company. Earlier RRG purchased the Nathan Fraser Agency in Toronto, which reportedly billed $15 million in 1988. Along with its two other Canadian affiliates, Ross Roy Advertising, Toronto, and Commercial Associates/Ross Roy, Windsor, Ont., the agency's billings volume now placed Ross Roy among the top 20 agencies in Canada.

U.S. Accounts

Gained: Alfa Romeo; NBD Bancorp; Hunter Douglas; Kraft Inc.; Ritz Thrift Shop; American Fare; A&W Restaurants; Dana Commercial Credit; Mission Pointe Resort; Oakland General Hospital; Basic Computer; EZ Por Div; Firestone Tire & Rubber; Great Lakes Window; White Consolidated.

Lost: Natl Yellow Pages Svc Assn.; American Standard; A-1 Transmissions; Hoover Co.; Anchor-Hocking Corp.; Terex Corp.; Cleveland Coca-Cola Bottling; Stop-N-Shop/Carl's Superstores.

Foreign Accounts

Gained: Continental Airlines; Moosehead Beer.

Lost: None.

Officers

Glen W. Fortinberry, chmn; Richard C. Brightling, president-Nathan Fraser Ross Roy; Verne C. Hampton II, secretary; Chris A. Lawson, exec vp-finance & admin, treasurer-Ross Roy Inc.; Patrick J. Morin, president-ceo, Griswold Inc.; C.L. Parent, president-Commercial Assoc./Ross Roy Ltd.; Bruce S. Wagner, exec vp, dir-client svcs, Ross Roy Inc.; Richard C. Ward, exec vp, genl mgr-communications-Ross Roy Inc.; Donald S. Wergeles, chmn-Dilorio, Wergeles Inc.

Phone: (313) 433-6000.

RANK 63

Rubin Postaer & Associates

Los Angeles

GROSS INCOME: **$ 17** MILLION ✓

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	17.5	17.6	(0.6)
Volume	128.7	125.5	2.6
■ U.S. volume stats	1988	1987	% chg
Media	106.3	105.9	0.4
Materials & services	22.0	17.9	22.9
Capitalized fees	0.4	1.7	(77.1)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	4.2	5.3	(21.1)
Consumer magazine	23.5	18.0	30.5
Business publications	0.2	0.2	0.4
Farm publications	0.8	0.1	668.6
Outdoor	1.8	0.5	241.4
Spot TV	12.7	32.2	(60.4)
Network TV	54.1	40.2	34.5
Radio	6.3	9.3	(32.3)
Special events	2.7	0.0	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	148	151	(2.0)
Offices	2	3	(33.3)

1988 billings by major office

■ Office, City	Billings
Rubin Postaer & Associates, Los Angeles	126.4
Rubin Postaer & Associates, New York	NA
Rubin Postaer & Associates, San Diego	2.3

Annual Review

The agency launched a $140 million 1989 model year ad campaign for Honda and experienced $2.2 million 1988 spending increases from other current clients including Home Federal and Bugle Boy Industries Inc. It estimates 6-10% growth for 1989 from new and existing business.

U.S. Accounts

Gained: Partners Real Estate Network, Yokohama Tire Corp.

Lost: Magliaro & McHaney.

Officers

Gerrold R. Rubin, president; Larry Postaer, exec vp, dir-creative svcs; Gary Wenzel, sr vp, dir-acct planning; Tom Somerset, sr vp, dir-media resources; Vincent Mancuso, vp, dir-finance & admin; Chuck Valentine, Tom Kirk, sr vps-group acct dirs; Bill Cummins, vp, dir-rsch; Jackie Ulery, vp, assoc media dir-San Diego.

Phone: (213) 208-5000.

RANK 97

Rumrill-Hoyt

Rochester, N.Y.

GROSS INCOME: **$ 11** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	11.3	10.2	10.9
Volume	75.6	68.2	10.9
■ U.S. volume stats	1988	1987	% chg
Media	17.2	16.8	2.3
Materials & services	3.0	3.8	(19.4)
Capitalized fees	55.3	47.5	16.4

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	0.1	0.2	(29.5)
Consumer magazine	7.0	5.2	33.8
Business publications	7.4	7.8	(4.7)
Farm publications	3.1	3.2	(3.1)
Outdoor	0.1	0.0	NA
Spot TV	3.3	0.6	501.4
Network TV	0.0	0.1	NA
Radio	1.8	1.1	72.0
Other	5.6	NA	NA

Annual Review

The agency resigned both Pfizer and Pfaudler accounts in 1988 but gained new assignments from DuPont and Canandaigua as it boosted billings 10.9% from 1987, a year in which its New York shop, with billings of about $60 million, was merged with McCaffrey & McCall as part of a realignment within the Saatchi & Saatchi PLC group.

U.S. Accounts

Gained: DuPont Shell acquisition AG prods; DuPont Stren Fishing Line; Canandaigua Wine.

Lost: Pfizer Animal Health Prods; Pfaudler Inc.

Officers

Richard Thomson, chmn & ceo; Nicholas Orloff, president-coo; Timothy Cronin, sr vp-creative dir; Gary Kroll, sr vp, dir-client svcs; Gale Johnson, sr vp, dir-pr; Kurt Minwell, vp-cfo.

Phone: (716) 272-6100.

RANK 2

Saatchi & Saatchi Advertising Worldwide

New York

GROSS INCOME: **$ 740** MILLION

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	740.5	685.3	8.1
Volume	5,035.2	4,548.5	10.7
■ U.S.	1988	1987	% chg
Gross income	326.3	319.7	2.0
Volume	2,209.6	2,126.1	3.9

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	49.0	51.5	(4.9)
Consumer magazine	149.8	157.3	(4.8)
Outdoor	7.2	13.9	(48.2)
Spot TV	309.6	282.2	9.7
Network TV	698.4	636.4	9.7
Radio	34.5	45.9	(24.8)
Other	191.5	2.0	(23.1)

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	7,750	NA	NA
Offices	NA	NA	NA
■ U.S.	1988	1987	% chg
Employees	1,975	NA	NA
Offices	NA	NA	NA

1988 billings by major office

■ Office, City	Billings
Hoffman York & Compton, Chicago	1.7
Hoffman York & Compton, Milwaukee	36.7
Hoffman York & Compton, Minneapolis	0.6
Klemtner, New York	90.2
McCaffrey & McCall, Irvine, Calif	16.0
McCaffrey & McCall, Atlanta	3.0
McCaffrey & McCall, Zionville, Ind	11.0
McCaffrey & McCall, New York	256.0
Rumrill Hoyt, Rochester, N.Y.	75.6
Saatchi & Saatchi/DFS, San Francisco	55.1
Saatchi & Saatchi/DFS, Torrance, Calif	245.0
Saatchi & Saatchi Advertising, New York	1,440.0
Saatchi & Saatchi Direct, Atlanta	4.7
Saatchi & Saatchi Direct, San Francisco	2.5
Saatchi & Saatchi Direct, New York	19.0
Saatchi & Saatchi Direct, Rochester, N.Y.	33.0

■ **Note:** All U.S. figures are for S&S Advertising, N.Y., and S&S/DFS shops.

Annual Review

In 1988, an anti-smoking campaign for Northwest Airlines so peeved RJR/Nabisco (even though Saatchi & Saatchi only handled the Nabisco side) that it yanked its $70 million billings from S&S Advertising, New York. Also included in the $111 million in aggregate losses, were New York Life ($15 million) and VF Corp.'s Wrangler jeans ($10 million). Total gains of $128 million canceled out losses, with biggest contributions coming from Johnson & Johnson Stayfree and Hewlett-Packard (both $20 million) and Teleline ($10 million) and Yamaha Motors ($10 million). Prior-year figures were adjusted to reflect the current year loss of Cochrane Chase Livingston, which in 1988 merged with AC&R as part of a realignment within Saatchi & Saatchi PLC.

U.S. Accounts

Gained: Johnson & Johnson's Stayfree; Hewlett-Packard; Teleline; Yamaha Motors.

Lost: RJR/Nabisco; New York Life; VF Corp. Wrangler jeans.

Foreign Accounts

Gained: Johnson & Johnson-Austria, Canada, Germany, Greece, Italy, Switzerland, UK; Philips-Austria, Italy; Procter & Gamble-Canada, Taiwan; DHL-Chile, Malaysia, Spain, Venezuela; British Airways-Chile, Denmark, Norway, Switzerland; Stanley Tools-Denmark, Portugal; Gillette-France, Switzerland; Richardson-Vicks-Germany, Ireland; Pirelli-Netherlands, Venezuela; Sara Lee-Netherlands, Puerto Rico; Pepsi-Cola-Puerto Rico, Spain; Dixons-UK; Pfizer-UK, Zimbabwe.

Lost: Royal Le Page Real Estate-Canada; Lego-France; Ford-France, Switzerland; S.C. Johnson-Hong Kong; Tesco-UK.

Officers

Stuart B. Upson, co-chmn, G. Milton Gossett, co-chmn, S&S Advertising Worldwide; Gary M. Susnjara, president-coo, S&S/DFS; Ed Wax, chmn-ceo, S&S Advertising; Alban Lloyd, chmn; Richard Humphreys, ceo, S&S Advertising Intl.

Phone: (212) 463-2000.

RANK 18

Scali McCabe Sloves

New York

GROSS INCOME: **$ 107** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	107.0	93.1	14.9
Volume	770.6	653.2	18.0
■ U.S.	1988	1987	% chg
Gross income	71.8	69.8	2.9
Volume	559.7	506.8	10.4
■ U.S. volume stats	1988	1987	% chg
Media	559.7	506.8	10.4
Materials & services	0.0	NA	NA
Capitalized fees	0.0	NA	NA

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	1,438	1,309	9.9
Offices	16	14	14.3
■ U.S.	1988	1987	% chg
Employees	706	737	(4.2)
Offices	5	5	NA

1988 billings by major office

■ Office, City	Billings
Fallon McElligott, Minneapolis	131.4
Martin Agency, Richmond, Va	113.0
Morton Goldberg Associates, New York	NA
Scali McCabe Sloves, New York	311.4

Annual Review

As of yearend the Ogilvy Group subsidiary was getting closer to buying back a majority interest in the agency from its parent. It is majority stockholder in both Fallon McElligott of Minneapolis and the Martin Agency of Richmond, Va., and has a variety of equity arrangements in 13 agencies around the world. In the first quarter 1988, Scali closed its branch offices in Los Angeles and Atlanta because of financial losses and poor growth projections there. Each of the branches had billings of about $5 million annually with the Georgia office handling Harris Corp.'s Lanier Business Systems and the L.A. office responsible for *California* magazine, Camp Beverly Hills stores and Yokohama Tire Corp.

U.S. Accounts

Gained: Allied Fibers; Greek Intl Tourism; WFLD Television; ICI Image Data; Oreo; Johnson & Johnson; Chesebrough-Pond's; Burger King-Chicago.

Lost: Champion; Sharp; Natl Dairy Board; Godfather Pizza; Mashs'; Bunker Hill; Coty.

Foreign Accounts

Gained: Knorr; Best Foods; Jaguar/Rover; Computer Plus; Australian Labor Party; Ramdisk; Mobiltronics; Pillsbury; Champion; Moenus; PBS; Sopexa; VDW; Dow Chemical; Penn; Carbonell; Lever Bros.; United Biscuits; Beecham; STP/Valvoline; ICF; Roger & Gallet.

Lost: Canada Airlines; Moulinex; Hattori; Henkel; Philip Morris; Xerox; Sanbitter; Computerland; Gillette.

Officers

Marvin Sloves, chmn & ceo; Sam Scali, president-Worldwide; Keith Green, exec vp, dir-mktg & strategic planning; Bob Levenson, vice chmn-creative dir; Lee Graham, president-SMS Direct; Jerry Sherman, president-SMS Sales Promotion; Stuart Epstein, John Slaven, Peter Bates, Tim Arnold, Murray Gaylord, exec vps-group mgmt reps; Alan Jurmain, exec vp-media; Gail Lieberman, exec vp-cfo; Judith Pines, exec vp-genl mgr; Barbara Titus, exec vp, dir-rsch.

Phone: (212) 735-8000.

RANK 42

Sudler & Hennessey

New York

GROSS INCOME: **$ 29.5** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	29.5	26.8	9.8
Volume	196.5	178.9	9.8
■ U.S.	1988	1987	% chg
Gross income	20.6	19.7	4.6
Volume	137.2	131.1	4.6

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	282	272	3.7
Offices	9	8	12.5
■ U.S.	1988	1987	% chg
Employees	193	191	1.0
Offices	2	2	NA

Annual Review

This pharmaceutical/healthcare specialist, is a subsidiary of Young & Rubicam. Its client roster includes Berlex Laboratories, Alcon Laboratories' Owen division, Roche Laboratories, General Foods Corp., various ICI America divisions, Warner-Lambert products in the consumer health products and international divisions as well as the two-year old Chilcott prescription business. S&H reported a 6% increase in billings for 1988.

U.S. Accounts

The agency did not report accounts gained and lost.

Officers

William B. Gibson, chmn & president-ceo; John Chervokas, exec vp-chief creative officer; Robert Gouterman, exec vp-comm svcs; John T. Corcoran, Leon Gamza, Neil Leiner, Donald Masterson, exec vps-group dirs; Ernie Smith, exec vp, creative dir-art; Diane Cooney, exec vp, creative dir-copy; Thomas Crotty, exec vp-treasurer; Bruce Richmond, sr vp-mgmt super; Joseph Laborsky, John Rinaldi, sr vps-group supers; Doug Burcin, Angela Rossetti, Walter E. Bernd III, Wayne Traub, Barbara Morano, Evelyn Roces, sr vps-acct supers; Barry Siegel, sr vp, dir-mkt rsch; Hiram Zimmerman, sr vp, dir-typographic svcs; Steve Brothers, Richard Russinko, sr vps-group art dirs; Kenneth Begasse, Wendy Mantel, Mark Merriman, Eileen Winters, vps-acct supers; Jerome Ehrlich, vp, dir-medical; Harold Grossman, vp-mkt rsch; Daniel Sanoff, vp-mkt rsch mgr; Elissa Querze, vp, dir-art; Steve Abbruscato, Tim Millas, Robin Davenport, Janice Iamonaco, vps-copy supers; Robert Buccino, Vince Parry, vps-assoc copy chiefs; John Donoher, vp, dir-print prod; Maryann Hagan, vp-client acctg; Thomas McGuinness, vp-agency acctg; Arthur M. Rosen, exec vp, dir-Consumer Group; Greta Basile, exec vp-creative dir, Consumer Group; Gregory Weed, Lisa Blumenstein, John Draper, sr vps-acct supers, Consumer Group; Kenneth Kopas, sr vp, dir-media, Consumer Group; Norma Birnbaum, sr vp, dir-rsch, Consumer Group; Glenn Levy, David Upright, sr vps-creative supers, Consumer Group; Ann Petelka, vp-acct super, Consumer Group; Ann Faxon, vp-production, Consumer Group; Kathleen Campbell, vp-assoc media dir, Consumer Group; James Oxnam, sr vp-dir, Intramed Communications; John Edward Putnam, sr vp-asst dir, Intramed Communications; Louisa Holland, sr vp-program dir, Intramed Communications; E. Hope Lang, J. Savio, vps-program dirs, Intramed Communications.

Phone: (212) 265-8000.

RANK 46

Tatham-Laird & Kudner

Chicago

GROSS INCOME: **$ 26** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	26.0	28.9	(9.8)
Volume	217.0	241.8	(10.2)
■ U.S. volume stats	1988	1987	% chg
Media	153.5	146.7	4.6
Materials & services	20.1	27.3	(26.4)
Capitalized fees	43.5	67.8	(35.8)

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	18.6	26.3	(29.3)
Consumer magazine	29.3	22.2	32.3
Sunday magazines	3.7	4.7	(21.5)
Business publications	4.6	1.2	292.1
Free-standing inserts	1.7	1.8	(4.1)
Outdoor	1.4	1.5	(5.2)
Transit	0.5	1.5	(68.6)
Spot TV	31.6	37.8	(16.5)
Network TV	37.7	36.2	4.2
Cable TV	0.9	6.2	(85.1)
Syndicated TV	0.6	0.0	NA
Radio	22.9	7.5	205.6
Other	NA	1.0	NA

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	285	312	(8.7)
Offices	1	1	NA

Annual Review

The agency expanded its multinational capabilities when it was acquired in mid-1988 by Roux, Seguela, Cayzac & Goudard, a Paris agency. TLK chairman-ceo Charlotte Beers became one of 5 owners of the French shop and she and Jacques Seguela hold the title of vice chairman of RSC&G. In August, accounts of the two-year-old O'Rielly O'Brien Clow (including Nina Ricci business) were folded into TLK when founder and ceo Walter O'Brien left to become president of Hill, Holliday, Connors, Cosmopulos' New York office. On the account side, an estimated $15 million in billings walked out when Tatham was cut from the RJR Nabisco agency roster. In all, losses outnumbered gains as TLK dropped 10.2% in billings and cut employment by about 9%.

U.S. Accounts

Gained: Procter & Gamble, packaged soap & detergent div; Continental Baking, a div of Ralston-Purina Co.; Stouffer Corp.; Hoover Co.; Kayser-Roth; Brown

& Williamson Tobacco Corp.; Adolph Coors Co. Turbo 1000

Lost: RJR Nabisco; Adolph Coors Co. Extra Gold; Jacobs Suchard Brach; Brown Shoe Co.

Officers

Charlotte Beers, mng partner, chmn & ceo; William P. Youngclaus, mng partner, president-coo; Ralph W. Rydholm, mng partner, chief creative officer; Phillip Gerber, sr partner, dir-media oper; Robert A. Hielscher, sr partner, dir-client svcs; Brian Zavier Hurley, Rawdon M.C. Parry, Thomas W. Schafer, Linda Garrison, sr partners-acct mgmt; Michael F. Robinson, sr partner, dir-rsch & planning; Lawrence A. Stillman, Neil Vanover, Curtis D. Olsen, sr partners, exec creative dirs; Kenneth Mach, treasurer

Phone: (312) 337-4400

RANK
21

TBWA Advertising

New York
GROSS INCOME **$ 97** MILLION

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	97.4	74.6	30.6
Volume	671.9	545.0	23.3
■ U.S.	**1988**	**1987**	**% chg**
Gross income	23.1	18.9	22.4
Volume	154.1	125.9	22.4
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	154.1	125.9	22.4
Materials & services	0.0	NA	NA
Capitalized fees	0.0	NA	NA

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	3.9	3.7	5.4
Consumer magazine	51.5	44.6	15.5
Sunday magazines	5.1	3.8	34.2
Outdoor	1.7	1.3	30.8
Transit	1.0	1.2	(16.7)
Point of sale	3.5	0.0	NA
Spot TV	63.2	52.3	20.8
Network TV	12.0	7.6	57.9
Cable TV	2.5	1.3	92.3
Radio	9.7	10.1	(4.0)

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	816	680	20.0
Offices	15	14	7.1
■ U.S.	**1988**	**1987**	**% chg**
Employees	165	128	28.9
Offices	2	2	NA

1988 billings by major office

■ Office, City	Billings
TBWA Advertising, New York	131.8
TBWA Advertising, St. Louis	27.3

Annual Review

Eight new accounts totaling $30 million were added in 1988, including the $6 million Western Union and $5 million People's Bank business. Existing clients increased spending levels, among them Evian Water and Goldstar Electronics (Korean Olympic Year) and Absolut, the Swedish vodka with an $18 million ad budget. TBWA bought BFV&L agency in St. Louis in mid-1988. The agency forecasts 23% growth in 1989.

U.S. Accounts

Gained: Western Union, business to business; People's Bank; Parfums Stern, Oscar de la Renta; Warner-Hathaway Shirts; Carillon, Bombay Sapphire Gin; Absolut Citron Vodka; General Biscuit; Indianapolis Power & Light; Delsey Luggage; Brooke Yachts; Saratoga Water

Lost: Tri-State Acura Dealers

Foreign Accounts

Gained: Nivea, Reckitt & Colman, Delsey luggage, Henkel, Absolut Vodka, Bosch, Bayer Chemicals, AEG Olympia typewriters; Hine Cognac, Goldstar Electronics, Bombay Gin, Grundig, BMW Motor Bikes

Lost: SEAT cars

Officers

William Tragos, chmn & ceo; Richard Costello, president-coo; Arnold Arlow, Peter Lubalin, exec vps, co-creative dirs; John Doman, exec vp, dir-business devel; Anthony Morgan, exec vp, dir-strategic planning; William Oakey, exec vp-genl mgr, St. Louis; Grant Castle, Brian Barry, sr vps-mgmt supers; Art Gramer, sr vp, dir-acct svcs, St. Louis; James Jolliffe Sr., vp-creative dir, St. Louis; Geoff Hayes, sr vp-exec art dir; Patricia Cameron, sr vp, dir-mkt resource; Claude Fromm Sr., vp, dir-media; Mark Lashley Sr., vp, dir-business devel, St. Louis; Stuart Loss, dir-finance; Ed Pollack, sr vp, dir-broadcast prod; Steve Feldman, sr vp-art super

Phone: (212) 725-1150

RANK
41

Telephone Marketing Programs

New York
GROSS INCOME **$ 31** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	31.4	23.2	35.1
Volume	209.2	154.8	35.1
■ U.S.	**1988**	**1987**	**% chg**
Gross income	29.6	21.7	36.4
Volume	197.1	144.5	36.4
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	197.1	144.5	36.4
Materials & services	0.0	NA	NA
Capitalized fees	0.0	NA	NA

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Other	197.1	NA	NA

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	736	735	0.1
Offices	24	21	14.3
■ U.S.	**1988**	**1987**	**% chg**
Employees	651	650	0.2
Offices	17	14	21.4

Annual Review

The 17-office agency, which specializes in Yellow Pages advertising, projects 15%-20% billings growth in 1989 based on historic growth trends, anticipated new business and growth of existing business. Market Support International, an "800" number fulfillment subsidiary, contributed $1.7 million in billings in 1988, a year in which domestic growth leaped 36.4%.

U.S. accounts

Gained: Ask Mr. Foster; Sonitrol; Pinkerton; Dayton-Hudson; British Airways; NAPA; Infiniti; Isuzu Diesel Engines; Exxon Co. USA

Lost: Aamco Transmissions; Anderson Corp.; Exposystems; Herman Miller; Intergrated Resources Equity Corp.; Omron Business Systems; Perkins Engines; Tie Communications; USAir

Officers

Andrew J. McKelvey, president; Paul M. Camara, sr vp-operations; Thomas G. Collison, vp-finance; Robert Lamb, vp-mktg; Frank Troise, vp-operations; Harold L. Levy, vp-sales

Phone: (212) 977-4200

RANK
8

J. Walter Thompson Co.

New York
GROSS INCOME **$ 559** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	559.3	487.6	14.7
Volume	3,857.5	3,252.2	18.6
■ U.S.	**1988**	**1987**	**% chg**
Gross income	257.5	242.8	6.0
Volume	1,787.9	1,619.3	10.4

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	194.0	180.7	7.4
Consumer magazine	225.0	188.0	19.7
Farm publications	52.7	51.1	3.1
Outdoor	27.8	25.9	7.2
Spot TV	316.9	357.3	(11.3)
Network TV	699.4	516.8	35.3
Radio	81.0	87.8	(7.7)
Other	191.1	NA	NA

Workforce & facilities

■ Worldwide	1988	1987	% chg
Employees	7,080	6,735	5.1
Offices	176	179	(1.7)
■ U.S.	**1988**	**1987**	**% chg**
Employees	2,427	2,506	(3.2)
Offices	69	69	NA

1988 billings by major office

■ Office, City	Billings
Brouillard Communications, New York	66.4
J. Walter Thompson Co., Chicago	360.0
J. Walter Thompson Co., New York	437.0
J. Walter Thompson Co., Detroit	395.0
J. Walter Thompson Co., Los Angeles	165.0
Thompson Recruitment, Los Angeles	NA
J. Walter Thompson Co., Atlanta	55.0
J. Walter Thompson Co., San Francisco	136.0

■ **Notes:** Billings by office are AA estimates.

Annual Review

JWT lost $450 million in accounts from June, 1987, when acquired by WPP Group PLC, to the first of this year. It still registered a 10.4% gain in U.S. billings and 26.8% growth abroad. Among losses of 1988 was Ameritech ($8 million) after JWT won Bell Atlantic ($50 million); Kellogg's All Bran and Crispix ($20 million); W.A. Taylor & Co. liquor ($8 million); Kemper Group property and casualty insurance and Perrier Group (both $5 million); worldwide N.V. Philips small appliances ($7 million); S.C. Johnson Agree ($6 million); $15-20 million local broadcast buying for Quaker Oats. After 61 years it lost Scott Paper Worldwide but retained the account in Canada, Malaysia, Spain and U.K. On the plus side, JWT gained $35 million media-buying assignment from Sterling Drug, itself acquired by JWT client Kodak; $18 million Nestle spot media buying, $10-$12 million first-ever national ad campaign for Thomson McKinnon Securities; $9 million Del Taco and $6 million Health & Tennis Corp. of America direct marketing accounts. Early in 1988, five senior executives were fired. Omnicom's treasurer Edward Haymes was hired as exec vp-finance and adminstration and a senior executive salary and bonus package linked to financial performance was established. It closed its 5-person direct response operation in Chicago, sold its Tokyo office building for $205 million, opened a Taiwanese office and merged its Hispania unit into Mendoza, Dillon & Asociados, Newport Beach, Calif. Mid-year JWT USA rehired Bert Metter as division chairman, a post he held before the takeover. William Lane, exec vp-general manager and chief creative officer in the San Francisco office relocated to New York to share co-executive creative directorship with CEO James Patterson. In Detroit, Charles Balestrino, former senior vp-managing director on the Ford account, was appointed exec vp-general manager succeeding Peter Schweitzer who previously was named vice chairman of the New York-based agency's worldwide operations. It restructured its strategic services department creating a national research function headed by Peter Kim. In Chicago, which lost some $100 million in the first few months of the new ownership, JWT created a business review board to monitor its largest clients and a consumer behavior group for research.

U.S. Accounts

Gained: Bell Atlantic; Cellular One; Computer Assoc.; Connecticut Mutual; Del Taco/Naugles; Ford Dealers Assn.; Health & Tennis Corp.; Natl Yellow Pages; KFC Atlanta; KFC Home Delivery; KFC Print AOR; Rowntree After Eights; Southland; Standard Brands; Thomson McKinnon

Lost: Ameritech; Bell South; Del Webb; Kemper Natl Properties & Casualty Co.; Miller High Life; Perrier; Scott Paper

Foreign Accounts

Gained: Alitalia-Italy, Switzerland; Chamber of Economy-Austria; Henninger-Brau-Germany; ITV-UK; Italian Natl RR-Italy; Kellogg-Spain, Denmark; Ministry of Agri/Fish-Spain; Nestle/Findus-UK; Sorepark-France, Germany; Statoil-Sweden; Swaddlers-UK; Unilever-Belgium, Portugal, UK, Italy, Sweden, Switzerland, Brazil, Taiwan, Malaysia, Indonesia, Japan; Warner-Lambert-Holland, Denmark, Portugal, Italy, Sweden, Spain, Mexico, Thailand, Philippines; Aerolineas Argentinas-Venezuela; Abastible-Chile; Barelco-Argentina; Chesebrough-Ponds-Mexico, Canada; La Prudencial-Peru; *Bangkok Post*-Thailand; Blackburn Lockwood-Australia; Caltex Oil-New Zealand; Converse-Japan; Exxon-Japan; Ford-Australia, Taiwan; Hewlett-Packard-Australia; Kodak-Taiwan; Mattel-Columbia, Canada; Monroe-Brazil; Nestle-Mexico; Sydney Ross-Brazil; Nestle-HK, Singapore; President Park-Thailand; R.J. Reynolds-Philippines; Wellcome Singapore-Singapore; Carling O'Keefe-Canada; Peerless Carpets-Canada; Wardair-Canada.

Lost: Bacardi-Germany; British Rail-UK; Campari-Germany; IBM-Belgium; Jacobs Suchard, Philips-Belgium, Holland; Pepsi-Spain, Portugal, Brazil, Chile, HK, Philippines; Quaker-Holland; Queensway-UK; Kraft-Mexico; Bowater/Sancella-Australia; BP-Singapore; Christian Dior-Japan; IWS-Japan; GWG Levi Strauss-Canada; Goodyear Tires-Canada; Midas Mufflers-Canada; Ralston-Purina-Canada.

Burt Manning, chmn & ceo; Peter Schweitzer, vice chmn-agency operations; William C. Johnson Jr., vice chmn-client

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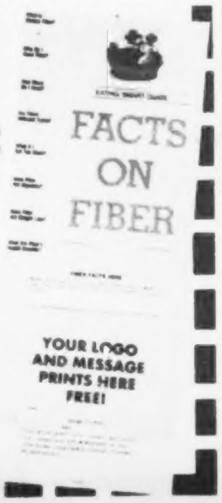
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Phone: (212) 210-8247.

RANK
89

Towne Silverstein & Rotter

New York
GROSS INCOME **$ 12.5** MILLION

Income & volume

($ in millions)

U.S.	1988	1987	% chg
Gross income	12.5	12.3	1.0
Volume	83.0	83.5	(0.6)
U.S. volume stats	**1988**	**1987**	**% chg**
Media	83.0	83.5	(0.6)
Materials & services	0.0	NA	NA
Capitalized fees	0.0	NA	NA

Billings by media

($ in millions)

Media	1988	1987	% chg
Newspaper	3.0	0.8	259.3
Consumer magazine	8.0	8.4	(4.2)
Outdoor	4.0	2.5	59.7
Spot TV	13.0	13.6	(4.1)
Network TV	24.0	41.6	(42.2)
Cable TV	6.0	4.2	43.7
Syndicated TV	4.0	0.0	NA
Radio	10.0	12.5	(20.2)
Sales promotion	3.0	0.0	NA
Other	8.0	NA	NA

Workforce & facilities

U.S.	1988	1987	% chg
Employees	45	45	NA
Offices	1	1	NA

Annual Review

In the coming year the agency is looking for a 2%-5% growth due to anticipated increased billings from its Lewis Galoob Toys account. During 1988 total billings dropped by $500,000, primarily because of a slowdown in the sales of its major account, Canandaigua Wine Co.'s Sun Country wine cooler.

U.S. Accounts

The agency did not report accounts gained or lost.

Officers

Leslie H. Towne, ceo; Steve Rotter, president; Ralph Lederman, exec vp-creative dir; Binnie J. Levin, sr vp-finance; Amy Weltman, sr vp-mgmt super; Daniel J. Baczyk, dir mktg, acct super; Tom Horner, dir-media; Rosemarie Miksis-Zivic, vp-sr copywriter; Sheldon Wasserman, dir-sales promo.

Phone: (212) 353-1700.

RANK
27

Tracy-Locke

Dallas
GROSS INCOME **$ 55** MILLION ✓

Income & volume

($ in millions)

U.S.	1988	1987	% chg
Gross income	54.5	47.3	15.4
Volume	408.0	326.0	25.2
U.S. volume stats	**1988**	**1987**	**% chg**
Media	213.6	160.9	32.8
Materials & services	49.8	44.3	12.4
Capitalized fees	144.6	120.8	19.6

Billings by media

($ in millions)

Media	1988	1987	% chg
Newspaper	17.8	15.8	12.7
Consumer magazine	16.7	11.0	51.8
Sunday magazines	2.0	2.2	(9.1)
Business publications	5.4	3.5	54.3
Outdoor	3.5	3.4	2.9
Spot TV	153.9	NA	NA
Network TV	20.4	19.5	4.6
Cable TV	3.0	2.0	50.0
Radio	48.4	33.9	42.8
Direct response	11.4	1.5	660.0

Workforce & facilities

U.S.	1988	1987	% chg
Employees	654	593	10.3
Offices	5	5	NA

1988 billings by major office

Office, City	Billings
Tracy-Locke, Denver	13.5
Tracy-Locke, Atlanta	25.4
Tracy-Locke, Los Angeles	75.0
Tracy-Locke, Dallas	278.2
Tracy-Locke, Geographic Mk, Philadelphia	15.9

Notes: Billings by office are AA estimates.

Annual Review

The acquisition of New York-based Altschiller Reitzfeld in late 1988 continues T-L's strategy to develop a third agency network as a subsidiary within Omnicom Group alongside BBDO Worldwide and DDB Needham Worldwide. The new shop, named Altschiller Reitzfeld Davis/Tracy-Locke, could bill close to $100 million this year. In its headquarters city, T-L also bought Stern/Monroe Advertising, Dallas, with $34 million in billings. In June, Phil Slott, former chairman-ceo of BBDO London, became chairman and chief creative officer at the agency. While a $61 million increase in existing accounts dominated the 1988 billings mix, new business garnered $45 million. Tracy-Locke was appointed agency of record for all of Dial Corp.'s consumer products spot broadcast buying midyear and resigned Pilgrim's Pride.

U.S. Accounts

Gained: Dial Corp.; Embassy Suites; Homewood Suites; Landmark Trust; Meadow Gold; Rent-A-Center; Texas Commerce Bancshares; Brinks Security; Drag Emporium; Charter Medical.

Lost: Princess Cruise Lines; Colorado Tourism Board; Pilgrim's Pride; Mountain Bell; Public Svc Co.; United Bank of Colorado.

Officers

Phil Slott, chmn & chief creative officer, corp; Howard Davis, president-ceo, corp; David Hudnall, cfo-corp; Robert Largen, exec vp, dir-mkt rsch, corp; Lawrence Stern, vice chmn-corp devel, Dallas; Thomas Monroe, exec vp-exec creative dir, Dallas; Larry Spiegel, exec vp, dir-media, Dallas; Ron Askew, Mike Rawlings, Alan Burks, group acct dirs-Dallas; Bruce Dundore, exec vp-exec creative dir, L.A.; Tom Morris, exec vp, dir-client svcs, L.A.; Don Morgan, president-Atlanta; Harris Milligan, sr vp-creative dir-Atlanta; David Altschiller, chmn & ceo, NY; Richard Reitzfeld, vice chmn-creative dir, NY; Steve Davis, president-NY.

Phone: (214) 969-9000.

RANK
67

Tucker Wayne/ Luckie & Co.

Atlanta/Birmingham, Ala.
GROSS INCOME: **$ 17** MILLION ✓

Income & volume

($ in millions)

U.S.	1988	1987	% chg
Gross income	16.7	17.2	(2.6)
Volume	119.7	123.3	(3.0)
U.S. volume stats	**1988**	**1987**	**% chg**
Media	80.9	81.9	(1.2)
Materials & services	14.8	15.7	(5.7)
Capitalized fees	24.0	25.8	(6.9)

Billings by media

($ in millions)

Media	1988	1987	% chg
Newspaper	6.0	6.5	(8.1)
Consumer magazine	8.6	9.0	(4.7)
Business publications	5.0	5.3	(5.6)
Outdoor	2.6	2.6	(2.4)
Spot TV	44.9	44.2	1.6
Radio	13.8	14.2	(2.7)

Workforce & facilities

U.S.	1988	1987	% chg
Employees	187	198	(5.6)
Offices	2	2	NA

Annual Review

In January 1988, Tucker Wayne, the largest independent Atlanta agency with $82 million in billings, merged with Luckie & Forney, a Birmingham, Ala., shop to form a $123 million Southeast agency. The agreement called for the two offices, which had similar client rosters but no apparent conflicts, to operate separately and for the principal officers to retain their titles.

U.S. Accounts

Gained: The House of Domecq; Reynolds Metals Co.

Lost: GoodMark Foods; Flowers Industries.

Officers

Matthew Connor, chmn-exec comm; Robert Luckie Jr., chmn; Knox Massey Jr., president; Frank Lee, vice chmn, president-Birmingham; Sidney Smith, exec vp, president-Atlanta.

Phone: (404) 521-7600.

RANK
85

Venet Cos.

Union, N.J.
GROSS INCOME: **$ 13** MILLION

Income & volume

($ in millions)

U.S.	1988	1987	% chg
Gross income	13.1	11.4	15.0
Volume	87.4	76.0	15.0

Workforce & facilities

U.S.	1988	1987	% chg
Employees	220	214	2.8
Offices	5	4	25.0

Annual Review

The agency projects 20% growth in 1989 based on a mix of new business, client growth and acquisitions. In 1988, it "arranged" to handle several accounts at the Douglas Turner Agency in Newark, as a result of a stroke suffered by the Newark agency's chairman, Douglas Turner, but said it was not buying the shop or paying for accounts. Nevertheless, some $10 million of business from Pitney Bowes, the Port Authority of New York and other clients was shifted to Venet's New York office and four Turner staffers were moved to Venet in similar posts. Venet lost the $1.5 million Carr's biscuit, cookies and crackers account from Shaffer Clarke & Co., gained the $2 million Domenico Tours account and launched a $700,000 ad campaign for its $4.5 million New Jersey Lottery account's new 5-card Lotto.

U.S. Accounts

Agency did not report accounts gained or lost.

Officers

Zal Venet, chmn & cfo; George Coscia, president-NJ; Murray Skurnik, president-NY; Roman Mayer, president-NY Retail; Nat Kameny, president-Kameny/Venet; Al Romano, sr vp-media; Art Siegel, Chuck Levy, exec vps; Saul Margulies, treasurer.

Phone: (201) 687-1313.

RANK
92

Vicom/FCB

San Francisco
GROSS INCOME: **$ 12** MILLION ✓

Income & volume

($ in millions)

U.S.	1988	1987	% chg
Gross income	12.0	11.2	6.7
Volume	80.0	75.0	6.7

Workforce & facilities

U.S.	1988	1987	% chg
Employees	115	101	13.9
Offices	3	3	NA

Annual Review

The wholly-owned healthcare and pharmaceutical subsidiary of Foote, Cone & Belding had a billings increase of 6.7% in 1988, not nearly as dramatic as 1987 billings growth which reflected the acquisition of Lewis Gilman Kynett's healthcare advertising division. The agency, with offices in San Francisco, New York and Philadelphia, gained and lost about an equal amount of business. Losses were paced by Merck Sharp & Dohme's Heptavax B telemarketing, and gains led by Zocor and Prinzide products.

U.S. Accounts

Gained: Applied Polymer Sciences; Collagen Corp./Orcon Sciences; Merck Sharp & Dohme; Quidel; Wyeth-Ayerst Labs.

Lost: Critikon; Clinitec Nutrition; Merck Sharp & Dohme; E.R. Squibb; Alza; Princeton Pharmaceuticals.

Officers

Robert W. Buechert, chmn & ceo; Thomas C. Spooner, president-coo; Reginald A. Bowes, vice chmn; Lester A. Barnett, exec vp-creative; Charles B. Mathias, exec vp; Berta Ledecky, sr vp-mng dir; Lawrence Wolheim, sr vp, dir-client svcs; Tom Domanico, sr vp, dir-creative svcs; Lawrence Stoll, sr vp, dir-acct svcs; Michael J. Burke, sr vp, mng dir-consumer; David J. Rossini, sr vp, mng dir-pro/health.

Phone: (415) 391-8700.

RANK
50

Warwick Advertising

New York
GROSS INCOME: **$ 24** MILLION

Income & volume

($ in millions)

U.S.	1988	1987	% chg
Gross income	24.0	21.0	14.3
Volume	160.0	141.0	13.5

Five-year gross income and billings review

	Gross income						Billings					
Year	**Worldwide**	**% chg**	**U.S.**	**% chg**	**Foreign**	**% chg**	**Worldwide**	**% chg**	**U.S.**	**% chg**	**Foreign**	**% chg**
Top 500 agencies												
1988	$11,238.3	16.9	$6,827.5	9.8	$4,410.8	29.9	$77,988.9	18.7	$48,299.2	12.4	$29,689.7	30.6
1987	9,613.1	11.1	6,217.7	(4.4)	3,395.4	58.2	65,702.4	10.8	42,971.2	(4.0)	22,731.2	55.9
1986	8,648.9	5.8	6,502.2	3.8	2,146.7	12.3	59,318.8	6.3	44,740.8	8.1	14,578.0	1.0
1985	8,174.6	14.7	6,262.2	18.7	1,912.4	3.2	55,805.5	15.2	41,371.8	15.3	14,433.7	15.0
1984	7,129.4	17.1	5,276.7	18.4	1,852.7	13.6	48,443.9	17.0	35,895.4	18.3	12,548.5	13.5
Top 100 agencies												
1988	9,852.1	17.3	5,441.3	8.5	4,410.8	30.2	68,343.3	19.3	38,653.7	11.7	29,689.7	30.8
1987	8,402.4	14.1	5,015.7	(4.0)	3,386.7	58.1	57,294.6	13.4	34,593.7	(3.7)	22,700.9	55.7
1986	7,366.7	7.2	5,223.4	3.8	2,142.8	16.5	50,513.5	7.9	35,937.3	9.3	14,576.2	4.7
1985	6,870.1	9.5	5,030.3	13.7	1,839.8	(0.5)	46,805.7	9.9	32,880.2	9.2	13,925.5	11.5
1984	6,272.2	16.4	4,423.3	17.6	1,848.9	13.5	42,608.0	16.6	30,115.3	18.0	12,492.6	13.3
Top 25 agencies												
1988	8,654.4	27.3	4,259.5	23.3	4,394.9	31.5	59,809.7	30.2	30,229.1	28.4	29,580.7	32.1
1987	6,796.5	19.3	3,455.0	(5.5)	3,341.5	63.6	45,932.3	18.2	23,535.3	(5.7)	22,397.0	61.1
1986	5,698.0	(1.5)	3,655.1	(8.6)	2,042.9	14.6	38,868.4	(1.1)	24,966.6	(3.0)	13,901.8	2.6
1985	5,781.9	11.3	3,999.4	18.2	1,782.5	(1.7)	39,297.1	11.8	25,742.7	12.5	13,554.4	10.6
1984	5,196.2	16.1	3,382.4	17.5	1,813.8	13.6	35,136.1	16.5	22,879.1	18.2	12,257.1	13.4

Notes: Dollars are in millions. Change is computed from previous years' figures, including 1983, not shown. All figures are constant, representing reporting by the top agencies in the year given.

U.S. volume stats	1988	1987	% chg
Media	119 5	106 0	12 8
Materials & services	11 8	9 3	27 5
Capitalized fees	28 7	25 7	11 4

Billings by media

($ in millions)

Media	1988	1987	% chg
Newspaper	6 0	4 2	40 9
Consumer magazine	16 7	15 9	5 2
Business publications	4 8	5 3	(9 8)
Outdoor	1 2	2 1	(43 6)
Spot TV	84 9	68 9	23 2
Radio	6 0	4 2	40 9
Other	0 0	NA	NA

Workforce & facilities

U.S.	1988	1987	% chg
Employees	190	190	0 0
Offices	1	1	NA

Annual Review

The agency, which includes Chapman/Warwick in San Diego, won the $12-$15 million Van Munching's Amstel Light, Grizzly and Heineken beers account along with new product assignments from Schering Plough, Sterling Drug and UST. It anticipates 10% growth in 1989.

U.S. Accounts

Gained: Van Munching & Co.; Radio Adv Bureau; Fruit of the Loom.

Lost: None.

Officers

John P. Warwick, chmn; Wilder D. Baker, president-ceo; Robert J. Fiore, vice chmn-chief creative officer; Jerry Prestomburgo, exec vp-creative dir; John J. Meskil, exec vp-media; Susan Small-Weil, exec vp, dir-strategic planning; Sean Driscoll, group sr vp-new business devel; Ronald S. Fierman, group sr vp-finance & admin; Alden R. Ludlow III, group sr vp, mgr-creative svcs; Michael A. Haggerty, sr vp-media dir; Susan E. Donovan, sr vp-personnel.

Phone: (212) 751-4700.

RANK
77

Weightman Group

Philadelphia
GROSS INCOME: **$ 15** MILLION ✓

Income & volume

($ in millions)

U.S.	1988	1987	% chg
Gross income	15 2	14 0	8 6
Volume	101 4	93 4	8 6

Billings by media

($ in millions)

Media	1988	1987	% chg
Newspaper	9 7	0 0	NA
Consumer magazine	10 4	0 0	NA
Business publications	5 2	0 0	NA
Outdoor	1 3	0 0	NA
Point of sale	1 9	0 0	NA
Spot TV	28 5	0 0	NA
Cable TV	3 9	0 0	NA
Syndicated TV	3 9	0 0	NA

Workforce & facilities

U.S.	1988	1987	% chg
Employees	210	201	4 5
Offices	3	3	NA

1988 billings by major office

Office, City	Billings
Roska Direct Marketing, North Wales, Pa	7 1
Schaefer Advertising, Valley Forge, Pa	30 6
Weightman Advertising, Philadelphia	63 7

Annual Review

The agency anticipates 10% growth in its billings for 1989 based on a full-year effect of new business garnered last year. Included in this group of newcomers are food accounts from Hershey Pasta Group and Weaver, along with additional business from existing clients like Scott Paper and Wendy's. Billings in 1988 were up 8.6%. New accounts were the main ingredient in the 1988 billings mix.

U.S. Accounts

Gained: Scott Paper Co.; Hershey Pasta Group; Weaver Frozen Chicken & Refrigerated Deli Prods; AMA Advisors; The Hold Co.; Applied Extrusion Technologists; FMC; Huls America; Gelco Space; Transport Intl Pool; W.L. Gore & Assoc.; Methodist Hospital; Ron Jaworski Sports Center; U.S. Inflatables.

Lost: Invisible Fence, Greentree Mortgage Co.; Incentive Consultants.

Officers

Charles Coffey, chmn-Weightman Group; John C. Goodchild, president-Weightman Group; Dave Jordan, vice chmn-Weightman Group; A.O. Schaefer Jr., chmn-Schaefer Advertising; Jon Roska, president-Roska Direct Mktg; Jim Bruno, president-Weightman Schaefer PR; John Duke, president-Weightman Research; Neil Harrison, sr vp-exec media dir, Weightman Group; James Saunders, vp-finance, Weightman Group; Douglas Schores, sr vp-mgmt super, Weightman Advertising; George Erickson, vp-admin, Weightman Group; John C. Goodchild, president-Weightman Advertising; Mark Plamondon, exec vp-Weightman Advertising; H. John Burke, sr vp, dir-client svcs, Weightman Advertising; Paul Burger, Harry M. Gwyn, Andy Gray, sr vps-mgmt supers, Weightman Advertising; William Lunsford, sr vp-creative dir, Weightman Group; Dave Jordan, president-Schaefer Advertising; Thomas F. O'Neill, exec vp-Schaefer Advertising; Bruce Dunham, sr vp-acct mgmt, Schaefer Advertising; Neil Greenberg, vp-creative dir, Schaefer Advertising; Steve Emory, sr vp-mktg, Roska Direct Mktg; Mark Mancini, vp-creative dir, Roska Direct Mktg; Charles Romm, exec vp-Weightman Schaefer PR; Francis A. Odyniec Jr., sr vp-Weightman Schaefer PR.

Phone: (215) 561-6100.

RANK
17

Wells, Rich, Greene

New York
GROSS INCOME: **$ 117** MILLION

Income & volume

($ in millions)

Worldwide	1988	1987	% chg
Gross income	117 3	107 0	9 6
Volume	835 9	765 0	9 3
U.S.	**1988**	**1987**	**% chg**
Gross income	117 0	107 0	9 3
Volume	833 9	765 0	9 0

Billings by media

($ in millions)

Media	1988	1987	% chg
Newspaper	80 2	99 5	(19 4)
Consumer magazine	160 5	130 0	23 5
Outdoor	44 3	45 9	(3 5)
Spot TV	153 1	153 0	0 1
Network TV	296 4	260 1	14 0
Cable TV	16 7	15 3	9 2
Syndicated TV	21 7	NA	NA
Radio	61 0	61 2	(0 3)

Workforce & facilities

U.S.	1988	1987	% chg
Employees	829	805	3 0
Offices	5	5	NA

1988 billings by major office

Office, City	Billings
Gardner Advertising, St. Louis	106 0
WRG West, Los Angeles	25 0
Wells, Rich, Greene, Chicago	56 0
Wells, Rich, Greene, New York	646 0

Notes: Billings by office are AA estimates.

Annual Review

The addition of the $65 million IBM Corp. account should help offset the losses from the resignation of the $60 million Pan American World Airways account and the $15 million loss of Cadbury-Schweppes Confections when it was bought by Hershey Foods and consolidated at two existing Hershey agencies. (None of these changes affected 1988 billings.) The shop benefited from increased spending of existing clients including MCI, ITT, Philip Morris, Polo/Ralph Lauren and Midas (Chicago).

U.S. Accounts

Gained: IBM Corp.; Waterford/Wedgwood; New York Dept. of Economic Devel; Mobil Chemical Corp.; MCI Telecommunications; Miles Laboratories; Joseph E. Seagram & Sons.

Lost: Cadbury-Schweppes Confections; Pan Am World Airways.

Officers

Mary Wells Lawrence, chmn & ceo; Charles Moss, vice chmn-corp creative dir; Bill Benton, vice chmn-Detroit; Tom Fagan, exec vp-finance & treasurer; Katherine Durham, sr vp-admin & pr; Richard Freedman, sr vp-finance, asst treasurer; Stanley Haspel, sr vp-legal, secretary; Ely Drogin, Phyllis Cerf Wagner, sr vps; Kathryn Lawrence, sr vp-financial planning; Kenneth Olshan, chmn-Worldwide; Mary Moore, vice chmn-chief creative officer, Worldwide; Richard Hopple, president-Worldwide; Dick Macedo, president-West, Entertainment; Larry Singer, president-Chicago; Chuck Damon, president-Damon; Jim Lawrence, exec vp, mng dir-Detroit; Richard Cohen, Jayne Eastman, exec vps, dirs-mktg & strategic planning, Worldwide; Paul Schulman, exec vp-TV prod, creative mgr-Worldwide, NY; Joanne Davis, sr vp, genl mgr-new business devel-Worldwide, NY; Ron Albrecht, exec vp-creative dir, Image Group; Sandy Carlson, exec vp-creative dir, NY; Steve Farella, exec vp, dir-corp media svcs, NY; Marcia Grace, Al Lerman, Bill Yamada, exec vps-creative dirs, Image Group; Chris Hanson, Tom Hayes, Frank Sampogna, David Sklaver, Andre Van Stom, exec vps-NY; Bill Mullen, exec vp-creative dir, NY; Marie Barnard, Joel Benay, Bruce Bloch, Michele Buslik, J. Dixon Byrne, Charlie Carlson, Jane Carlson, Ila Clarkson, John De Feo, Janet Frueh, Martin N. Grant, Ron Hartley, Alex Hillenbrand, Ray Hirshman, Eileen McKenna, Ken Manka, Roberta Mell, Robert E. Moehl, Joan Overlock, Herb Passberger, Patricia Rockmore, Donald Sterzin, Arnold Weinrib, Michael Wolff, sr vps-NY; Barry Fischer, sr vp, dir-natl broadcast, NY; Harold Singer, sr vp, dir-print prod, NY; Susan Singer, sr vp, dir-mktg, NY; Yolan Toro, sr vp, dir-local broadcast; Murray Hysen, special mkt rsch consultant-NY; Stan Flaum, sr vp, dir-field svcs, Chicago; Donald A. Stork, president-Advanswers, exec vp-Gardner Advertising; John L. Marlow, sr exec officer-Advanswers; Rosalie Busalacki, Gordon H. Hendry, sr vp-Advanswers; Paul M. Schulman, sr vp-Advanswers, president-Paul Schulman Co.; Joseph B. Rousseau, Frederick W. Webber Jr., sr vps-exec group dirs, Advanswers; John Fox, exec vp-genl mgr, Gardner Advertising; Sue Chapman, exec vp- creative dir, Gardner Advertising; Jim Perable, exec vp-mgmt rep, Gardner Advertising; Karen H. Card, sr vp-admin, Gardner Advertising; Alan C. Lindberg, sr vp-rsch dir, Gardner Advertising.

Phone: (212) 303-5000.

RANK
25

Wunderman Worldwide

New York
GROSS INCOME: **$ 69** MILLION

Income & volume

($ in millions)

Worldwide	1988	1987	% chg
Gross income	68 6	62 1	10 4
Volume	457 5	414 8	10 3
U.S.	**1988**	**1987**	**% chg**
Gross income	39 9	38 9	2 6
Volume	266 1	260 0	2 4

Billings by media

($ in millions)

Media	1988	1987	% chg
Direct response	266 1	260 0	2 4

Workforce & facilities

Worldwide	1988	1987	% chg
Employees	622	NA	NA
Offices	24	NA	NA
U.S.	**1988**	**1987**	**% chg**
Employees	295	393	(24 9)
Offices	5	5	NA

1988 billings by major office

Office, City	Billings
Infobase, Conway, Ark	4 4
Wunderman Worldwide, New York	229 7
Wunderman Worldwide, Detroit	32 0

Annual Review

The direct marketing subsidiary of Young & Rubicam, which counts many of the top 100 advertisers among its clients including Colgate-Palmolive, Eastman Kodak, Ford Motor Co., General Foods, Johnson & Johnson and Time Inc., lost the IBM National Distribution division business last year which was offset by new assignments from American Express, H.J. Heinz and Clorox.

U.S. Accounts

Gained: Amex Corp Card; Arthur Andersen; Clorox; Weight Watchers; Wells Fargo; Automatic Call Processing.

Lost: IBM; Opportunity Calling Program.

Officers

Lester Wunderman, chmn; G. Steven Dapper, president-ceo; Michael Kilby, president-Wunderman Europe; Steven McKenna, sr vp-cfo; Michael Becker, chief creative officer.

Phone: (212) 909-0100.

(Continued on Page 82)

Sweet but not too low

At the tail end of the rankings is No. 588 Sweet Advertising, Mt. Morris, Ill., where the late Don Sweet started from scratch in 1952 working on poultry accounts. In 1968 he sold out to Thomas Hanson who added a partner recently. Sweet's base, broadened to include food and hardware, should produce billings growth of 10%-15% in 1989.

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*Source: SRDS 1988-89 Newspaper Circulation Analysis

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No. 1 Dentsu hits lofty $1.2 billion in gross income

(Continued from Page 1)

billings increased 24.3%.

Dentsu definitely was not the only Japanese agency to benefit from the dollar's slide of 14.6% against the year in 1988. (AA treats prior-year figures historically, meaning each year has its own set of exchange rates. Declines in the dollar can produce substantial volume growth among agencies with sizable operations outside the U.S.)

Of the top 50, 13 have Japanese roots. In 1987, nine Japanese agencies reached top 50 status.

Several had considerable upward mobility. Dai-Ichi Kikaku and Daiko Advertising each rose three notches to No. 22 and No. 23, respectively. Yomiko Advertising moved up two slots to No. 32. I&S Corp. and Asahi Advertising each jumped four positions to No. 29 and No. 35, respectively. Japanese newcomers include: No. 40 Chuo Senko Advertising, No. 41 Nihon Keizaisha, No. 47 Orikomi Advertising and No. 50 Man-Nen-Sha.

Considering Japanese agencies tend to have few operations outside their home country, the movement is noteworthy.

With a 4.3% increase in the franc's strength against the dollar, French agencies also benefited. The presence of the French also became more prominent due to the alliance between Chicago-based Foote, Cone & Belding Communications and France's Publicis, which created the No. 6 agency in the world.

Even those French agencies without major merger partners moved up. Roux Seguela Cayzac & Goudard jumped four slots to No. 18 and BDDP rose nine positions to No. 36. FCA! Group joined the top 50 list this year at No. 38.

U.K. agencies had less movement. While Saatchi & Saatchi Advertising Worldwide and WCRS Worldwide held firm in their '87 posts, Lowe Howard-Spink & Bell climbed two positions to No. 19. BMP Davidson Pearce made its first appearance on the list, placing at No. 45.

Asia/Pacific is emerging. Mojo MDA, set to be broken up by Chiat/-Day and HDM in 1989, moved up to No. 34 in 1988 from No. 40. A South Korean agency, Korea First Advertising, broke into the top 50 at No. 43. Korea First lead the list for gross income growth, skyrocketing 95.7% in 1988.

Other newcomers to the list include: AC&R Advertising, New York, at No. 44; Baltimore-based W.B. Doner & Co. at No. 46; Admarketing Inc., Los Angeles, at No. 48 and New York-based Jordan, McGrath, Case & Taylor at No. 49.

More non-U.S.-based agencies among the top 50 means some U.S. agencies have been squeezed off the list. In 1987, 32 agencies with U.S. roots made the grade, compared with 27 in 1988.

For the first time this year independent subsidiaries, whose figures are part of the parent agency's totals, were left off the Top 50 chart. The new procedure eliminated agencies such as Saatchi & Saatchi Co.'s Campbell-Mithun, Dorland Worldwide, McCaffrey & McCall; Backer Spielvogel Bates' George Patterson Pty., WCRS Worldwide's Della Femina, McNamee WCRS, Lowe Howard-Spink & Bell's Laurence, Charles, Free & Lawson, BBDO Worldwide's Tracy-Locke and Doremus & Co., along with GGK.

Position changes of U.S. agencies were a mixed bag.

Of those improving their standing, McCann-Erickson Worldwide, with an established international network to take advantage of the weaker dollar, broke into the top 5 from No. 7 last year. Grey Advertising; Wells, Rich, Greene, and Ketchum Communications each pushed their standings up a notch to No. 12, No. 25 and No. 27, respectively. Hill, Holliday, Connors, Cosmopulos jumped to No. 39 from No. 47. Chiat/Day, which will surely move up in 1989 when its acquisition of Mojo is complete, moved up two spots to No. 37 in '88.

U.S. agencies taking a tumble included: Ogilvy & Mather Worldwide, to No. 7; BBDO Worldwide to No. 8; J. Walter Thompson Co. to No. 9; Lintas:Worldwide to No. 10; D'Arcy, Masius, Benton & Bowles to No. 13; Leo Burnett Co. to No. 14; DDB Needham Worldwide to No. 15; N W Ayer to No. 20; Bozell, Jacobs, Kenyon & Eckhardt to No. 21, and O&M Direct Response to No. 30. TBWA fell to No. 31.

Along with Dentsu, Y&R and Saatchi, those maintaining their 1987 positions include Backer Spielvogel Bates Worldwide at No. 4 and HDM, a joint venture among Y&R, Dentsu and France's Havas at No. 17. ☐

Top 50 agencies worldwide

Rank			Worldwide gross income			Worldwide billings		
1988	1987	Agency	1988	1987	% chg	1988	1987	% chg
1	1	**Dentsu Inc.**[1]	$1,229	$885	38.9	$9,450	$6,775	39.5
2	2	**Young & Rubicam**	758	735	3.1	5,390	4,906	9.9
3	3	**Saatchi & Saatchi Advertising Worldwide**	740	685	8.0	5,035	4,548	10.7
4	4	**Backer Spielvogel Bates Worldwide**	690	601	14.8	4,678	4,069	15.0
5	7	**McCann-Erickson Worldwide**	657	513	28.1	4,381	3,418	28.2
6	NA	**FCB-Publicis**	653	518	26.1	4,358	3,458	26.0
7	6	**Ogilvy & Mather Worldwide**	635	564	12.6	4,110	3,664	12.2
8	5	**BBDO Worldwide**	586	550	6.5	4,051	3,753	7.9
9	8	**J. Walter Thompson Co.**	559	488	14.5	3,858	3,252	18.6
10	9	**Lintas:Worldwide**	538	418	28.7	3,586	2,787	28.7
11	10	**Hakuhodo International**[2]	522	383	36.3	3,939	2,897	36.0
12	13	**Grey Advertising**	433	369	17.3	2,886	2,463	17.2
13	11	**D'Arcy Masius Benton & Bowles**	429	371	15.6	3,361	2,727	23.2
14	12	**Leo Burnett Co.**	428	369	16.0	2,865	2,462	16.4
15	14	**DDB Needham Worldwide**	400	368	8.7	3,020	2,670	13.1
16	16	**WCRS Worldwide**[3]	290	240	20.8	2,029	1,675	21.1
17	17	**HDM**[4]	279	204	36.8	1,938	1,384	40.0
18	22	**Roux, Seguela, Cayzac & Goudard**[5]	210	116	81.0	1,527	830	84.0
19	21	**Lowe, Howard-Spink & Bell**[6]	197	149	32.2	1,316	1,036	27.0
20	19	**N W Ayer**	185	166	11.4	1,348	1,218	10.7
21	18	**Bozell, Jacobs, Kenyon & Eckhardt**	179	185	(3.2)	1,283	1,325	(3.2)
22	25	**Dai-Ichi Kikaku**	142	109	30.3	978	837	16.8
23	26	**Daiko Advertising**	140	107	30.8	1,127	880	28.1
24	24	**Tokyu Advertising Agency**	135	120	12.5	1,115	949	17.5
25	26	**Wells, Rich, Greene**	117	107	9.3	836	765	9.3
26	NA	**Scali, McCabe, Sloves**	107	93	15.1	771	653	18.1
27	28	**Ketchum Communications**	106	88	20.5	776	660	17.6
28	31	**Asatsu Advertising**	105	73	43.8	755	546	38.3
29	33	**I&S Corp.**[7]	97	66	47.0	691	540	28.0
30	29	**Ogilvy & Mather Direct Response**	97	84	15.5	647	560	15.5
31	30	**TBWA**	97	75	29.3	672	545	23.3
32	34	**Yomiko Advertising**	90	65	38.5	660	477	38.4
33	32	**Ross Roy Group**	85	71	19.7	568	475	19.6
34	40	**Mojo MDA**[8]	72	53	35.8	455	348	30.7
35	38	**Asahi Advertising**	71	54	31.5	440	340	29.4
36	45	**BDDP Group**[9]	69	45	53.3	462	298	55.0
37	39	**Chiat/Day**	65	53	22.6	520	350	48.6
38	NA	**FCA! Group**[10]	58	40	45.0	387	269	43.9
39	47	**Hill, Holliday, Connors, Cosmopulos**	50	43	16.3	335	290	15.5
40	NA	**Chuo Senko Advertising**	47	37	27.0	346	269	28.5
41	NA	**Nihon Keizaisha**	47	34	38.2	283	205	38.0
42	43	**Lowe Marschalk**	46	46	0.0	304	304	0.0
43	NA	**Korea First Advertising**	45	23	95.7	194	130	49.2
44	NA	**AC&R Advertising**	44	45	(2.2)	356	366	(2.7)
45	NA	**BMP Davidson Pearce**	43	29	48.3	300	198	51.5
46	NA	**W.B. Doner**	42	41	2.4	303	270	12.2
47	NA	**Orikomi Advertising**	41	30	36.7	420	312	34.6
48	NA	**Admarketing Inc.**	40	36	11.1	225	201	11.9
49	NA	**Jordan, McGrath, Case & Taylor**	39	38	2.6	300	280	7.1
50	NA	**Man-Nen-Sha**	36	29	24.1	493	413	19.4

Notes: Dollars are in millions. Composition of U.S. agencies reflecting worldwide figures for U.S. multinational agencies is given in the specific agency profiles elsewhere in this issue.

[1] **Dentsu Inc.**: Figures include Dentsu's equity in HDM as follows—40% for Asia, 35% for the U.S. and 20% for Europe. A 49% stake in ISL Marketing, Lucerne, Switzerland and 12 overseas offices. Additionally, Dentsu PROX, Dentsu Printing-Tokyo/Osaka, Dentsu Graphics Osaka, AD Dentsu Tokyo, Dentsu Cotec, Dentsu PR Center, Dentsu Research, Dentsu EYE, Dentsu Wunderman Direct and HDM K.K. and HDM-DSH K.K., both Tokyo.

[2] **Hakuhodo Inc.**: Includes 19 domestic offices, as well as offices in New York, Washington, Los Angeles, Malaysia, Singapore, Thailand, Hong Kong, Netherlands, Germany, France and Brazil.

[3] **WCRS Worldwide**: In the U.S., Della Femina McNamee WCRS, Heller Breene, Cohn & Wells, Creamer Dickson Basford and Corporate Graphics. WCRS Mathews Marcantonio, FCO and WCRS/dma, all three London. Belier WCRS France plus offices in Belgium, Netherlands, Italy and The Ball WCRS Partnership in Australia, Hong Kong, Malaysia, New Zealand, Singapore, Taiwan and Thailand.

[4] **HDM**: HDM (Havas, Dentsu, Marsteller) is an equal partnership (33 1/3%) between Young & Rubicam, Tokyo-based Dentsu and Havas Conseil, Paris.

[5] **Roux, Seguela, Cayzac & Goudard**: offices in Austria, Belgium, France (Paris and regional), Germany, Netherlands, Italy, Spain, Sweden, Switzerland, U.K. and Tatham, Laird & Kudner, Chicago. Also, RSCG Export in Africa, the Middle East, the French Caribbean; and The Creative Business International.

[6] **Lowe Howard-Spink & Bell**: Lowe International. Australia, 8 offices in Europe, Canada and Lowe Marschalk (30%) and Lowe Tucker Metcalf (18%) in the U.S. Also, Allan Brady & Marsh, Laurence Charles Free & Lawson, Lowe Bell Communications.

[7] **I&S Corp.**: Formerly Dai-Ichi Advertising, Tokyo, which merged three years ago with SPN Co., a communications and sales promotion company of the Seibu Saison Group. Four offices in Tokyo, and Osaka, Nagoya, Sapporo, Sendai, Hiroshima, Kita-Kyushi, Fukuoka and Okinawa. Also New York and Paris.

[8] **Mojo MDA**: Four offices in Australia, the Mattingly and Marketing & Communications networks, plus offices in New Zealand, Hong Kong, Singapore, U.K. and San Francisco, Houston and New York. In January, 1989, Chiat/Day, Venice, Cal., acquired Mojo MDA, a deal which needs the approval of the Australian government. The group's second agency network, Mattingly, will be sold to a joint venture between HDM Worldwide and Mojo MDA Group directors.

[9] **BDDP Group**: Includes Benard & Du Payrat, Opera, nine regional agencies, offices in Belgium, Italy, Spain and the U.K. and 15 affiliated companies.

[10] **FCA! Group**: Includes Concurrence Moderne, Bernard Moors & Associes, four regional offices, 15 specialized agencies, and offices in six European countries.

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Foreign agency income report

Argentina ***Exchange rates: 0.132300/0.400000 Austral***

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
J. Walter Thompson Argentina, Buenos Aires	MJ	9,422	NA	62,848	NA
David Ratto/BBDO , Buenos Aires	MN	5,652	NA	37,698	NA
Casares Grey, Buenos Aires	ND	4,465	NA	29,782	NA
Gowland Publicidad, Buenos Aires	NA	4,290	NA	18,352	NA
Lautrec/Saatchi & Saatchi, Buenos Aires	NE	4,017	NA	26,751	NA
Ricardo de Luca, Buenos Aires	NA	3,374	NA	22,491	NA
McCann-Erickson, Buenos Aires	MJ	2,616	NA	17,446	NA
Colonnese:Lintas Argentina, Buenos Aires	MJ	2,541	NA	16,946	NA
Leo Burnett Co. , Buenos Aires	MJ	2,088	NA	13,923	NA
Pragma/FCB Publicidade, Buenos Aires	MN	2,062	NA	13,752	NA
Fuenes, Straschnoy, Dreyfuss Y&R, Buenos Aires	MN	1,458	NA	9,726	NA
Ayer Vasquez, Buenos Aires	MN	1,180	NA	6,686	NA
Fontanarrosa, Caparro & Asociados, Buenos Aires	NA	640	NA	4,150	NA
Cicero/Ted Bates Publicidad, Buenos Aires	NE	630	NA	4,200	NA
Graffiti/DMB&B, Buenos Aires	MN	100	NA	556	NA

■ **Notes:** Ortiz, Scopesi y Cia., minority owned by Ogilvy & Mather, did not report figures. Lautrec/Saatchi & Saatchi Advertising non equity affiliation. Cicero/Ted Bates non equity affiliation. Graffiti/DMB&B 5% owned by DMB&B. Due to fluctuations in the Austral rate, AA did not compute percentage changes for 1988 and 1987 for gross income and billings.

Australia ***Exchange rates: 0.754700/0.694900 Australian dollar***

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
George Patterson Pty., Sydney	MJ	60,376	36.3	392,444	32.9
Clemenger BBDO , Melbourne	MN	45,845	37.5	305,785	37.5
Mojo MDA, Sydney	MJ	29,974	24.4	187,340	24.4
DDB Needham, Sydney	MJ	24,544	27.6	158,487	33.4
Young & Rubicam Australia, Sydney	MJ	23,196	8.7	154,719	8.7
Mattingly, Sydney	MJ	16,932	48.4	105,829	50.0
McCann-Erickson, Sydney	MJ	16,269	8.3	108,514	8.3
Saatchi & Saatchi Advertising, Sydney	MJ	15,281	38.1	85,206	25.7
DMB&B, Sydney	MJ	14,089	2.6	98,811	7.1
Ogilvy & Mather, Melbourne	MJ	13,702	(14.9)	91,393	(14.9)
J. Walter Thompson Australia, Sydney	MJ	11,250	4.6	75,038	5.6
Foote, Cone & Belding, Sydney	MJ	10,325	32.9	68,869	32.9
Leo Burnett Ltd., Sydney	MJ	9,502	(0.8)	63,346	(0.8)
SSB Advertising, Sydney	MJ	9,021	6.6	56,603	7.0
Marketing & Communications, Sydney	MJ	8,501	55.2	53,131	55.2
Grey Australia, Sydney	MJ	6,040	20.0	40,288	20.0
Magnus Nankervis & Curl, Sydney	NA	5,434	47.5	34,112	47.9
Connaghan & May Ayer, Sydney	MN	5,361	46.0	29,741	36.9
Bell WCRS Partnership, Sydney	MJ	5,119	24.9	28,836	26.2
Dancer Fitzgerald Sample Australia, Sydney	M	5,099	39.8	31,697	38.6
Kobs & Draft-Bond Intl., Sydney	MJ	5,090	NA	33,942	NA
Luscombe & Partners, Melbourne/Sydney	NA	3,126	40.0	16,758	44.8
Hertz Walpole, Sydney	MN	2,819	20.2	18,794	20.2
Scali, McCabe, Sloves, Melbourne	MJ	1,631	73.6	8,267	69.7
FCB/Hocking, Adelaide	MJ	1,026	NA	6,846	NA
FCB/Shorter, Perth	MN	738	43.1	4,923	43.1
Kelly Gee Harvie HRC Advertising, Fortitude Valley	MN	647	142.2	3,932	232.2
Kestell, McManis & Thompson, Perth	MN	387	32.7	2,582	32.7

■ **Notes:** Mojo MDA includes offices in San Francisco, Houston, New York, Auckland, London, Singapore and Hong Kong. Also, the Mattingly and Marketing Communications networks are part of Mojo. In January 1989, Chiat/Day, Venice, Calif. acquired Mojo and a decision by the Australian government is expected soon. Kestell, McManis & Thompson 25% owned by J. Walter Thompson Co. Kelly Gee Harvie 15.89% owned by BBDO Worldwide. Kobs & Draft—Bond International part of Backer Spielvogel Bates. Dancer Fitzgerald Sample was acquired by Saatchi & Saatchi Advertising. Hertz Walpole 48% owned by Lowe Howard-Spink & Bell. Luscombe & Partners gross income figures for both years are agency estimates.

Austria ***Exchange rates: 0.081490/0.076500 Schilling***

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
GGK, Vienna/Salzburg	MJ	8,516	23.3	56,799	7.4
Demner & Merlicek, Vienna	NA	7,505	21.3	50,059	21.3
Lintas:Austria, Vienna	MJ	6,889	11.9	45,952	11.9
Werbeagentur Wirz, Vienna	MN	6,764	17.9	45,114	17.9
McCann-Erickson, Vienna	MJ	5,123	13.6	34,172	13.6
Ogilvy & Mather, Vienna	MJ	5,085	30.9	33,915	30.9
Die Sieber, Vienna	NE	4,726	37.3	35,285	37.3
Grey Austria, Vienna	MJ	4,204	30.8	28,041	30.8
Young & Rubicam, Vienna	MJ	3,667	36.2	24,458	36.2
MMS Werbeagentur, Linz	NA	3,317	11.7	22,084	8.9
Team/BBDO, Vienna	MJ	3,121	10.1	20,813	10.1
HDM Dorland, Vienna	MN	3,113	34.7	21,187	42.8
Dr. Puttner & Ted Bates, Vienna		2,502	13.9	19,574	14.5
R.W. Eggert, Vienna	MJ	2,502	16.4	16,657	16.4
DMB&B, Vienna	MJ	1,946	18.1	13,772	24.1
RSCG-Jasch & Schramm, Vienna	MJ	1,862	(7.1)	12,349	(2.8)
Publicis Wien, Vienna	MJ	1,638	15.1	15,972	19.3
Publicitas, Vienna	NE	1,508	8.3	8,149	(43.9)
J. Walter Thompson Co., Vienna	MJ	1,375	(15.3)	8,817	(28.3)
Achatz/FCB, Vienna	MN	1,100	2.7	7,338	2.7
DDB Needham, Vienna	MJ	809	4.4	4,443	(23.6)
Conquest Europe , Vienna	MJ	198	421.7	1,323	421.7
Campbell Ewald, Vienna	MJ	37	11.2	245	11.2

Gross income and billings figures are U.S. dollars in thousands.

■ **Notes:** Publicitas non-equity affiliation with Bozell, Jacobs, Kenyon & Eckhardt. Ogilvy & Mather includes figures for O&M Direkt and O&M Public Relations.

Bahrain ***Exchange rates: 2.640000/2.650000 Dinar***

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Fortune Promoseven, Manama	NE	8,005	68.0	53,368	68.0
Radius Advertising, Manama	NE	1,370	19.4	9,134	19.4

■ **Notes:** Fortune Promoseven Network offices in Saudi Arabia, Kuwait, Dubai, Egypt, Lebanon, U.K. and France. Gross income figures for both years AA estimates. Radius Advertising non-equity affiliation with Leo Burnett Co.

Barbados ***Exchange rates: 0.049890/0.513300 Barbados dollar***

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Smith & Oxley Advertising, St. Michael	NA	57	(88.0)	232	(88.7)
Lonsdale/Saatchi & Saatchi, St. Michaels	ND	55	NA	352	NA

Belgium ***Exchange rates: 0.027490/0.026000 Belgian franc***

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Bates International Belgium, Brussels	MJ	13,822	32.3	75,566	33.0
McCann-Erickson Belgium, Brussels	MJ	12,956	20.5	86,416	20.5
HHD Ogilvy & Mather, Brussels	MJ	11,797	20.3	NA	NA
DMB&B, Brussels	MJ	11,235	21.3	74,940	5.3
HDM Belgium, Brussels	MJ	8,934	12.7	59,598	12.6
Lowe Troost , Brussels	MJ	7,824	39.0	52,159	39.0
Lintas:Brussels, Brussels	MJ	7,690	8.8	51,290	8.8
Partner-J. Walter Thompson Co., Brussels	MJ	7,620	(19.4)	50,828	(19.4)
Young & Rubicam, Brussels	MJ	7,106	41.0	47,399	41.0
Grey , Brussels	MJ	5,560	78.2	37,084	78.2
DDB Needham, Brussels	MJ	5,471	36.0	37,634	35.0
Publicis, Brussels	MJ	5,104	38.7	34,046	38.7
Leo Burnett-Belgium, Brussels	MJ	4,989	39.8	33,262	39.8
VVL/BBDO, Brussels	MJ	4,503	(8.4)	30,036	(8.4)
Impact FCB Belgium, Brussels	MJ	4,225	(3.0)	28,183	(3.0)
Garbarski RSCG, Brussels	MJ	4,206	10.0	34,643	26.3
LVH Alliance, Brussels	MJ	3,998	28.2	26,665	28.2
TBWA, Brussels	MJ	2,886	26.6	19,243	26.5
Moors Bronselaer , Brussels	MJ	1,905	41.3	12,709	43.4
Saatchi & Saatchi/FDBP, Zaventem	MJ	1,649	NA	10,996	NA
M&CW, Brussels	MJ	1,467	(24.8)	9,782	(24.8)
Media Team, Brussels	MJ	1,428	57.9	9,528	58.0
Katte Empain Beller WCRS, Brussels	MJ	1,100	41.0	7,334	41.0
GelderInterpartners , Brussels	NA	1,031	26.4	6,873	26.5
Morael & Partners, Antwerp	MJ	1,019	11.1	6,797	11.1
Accent, Brussels	NA	1,018	9.7	1,282	14.9
KPR, Brussels	MJ	889	109.5	5,400	50.2
BDDP/Booster , Brussels	MJ	805	199.6	5,368	199.6
MarkCom S.A., Brussels	NA	667	(14.0)	5,513	(0.5)
Conquest Europe, Brussels	MJ	287	NA	1,917	NA

■ **Notes:** M&CW, majority owned by BJK&E, changed its name to WBBozell. Young & Rubicam Belgium includes figures for Wunderman, Cato-Johnson and Burson-Marsteller. Moors Bronselaer and Morael & Partners both 52% owned by BBDO Worldwide. Media Team 55% owned by BBDO. McCann-Erickson includes figure for Universal Media. HDM Belgium includes figures for HDM Dechy, HDM Dechy International and GRPO Forum. Kallir, Philips, Ross majority owned by Omnicom. HHD Ogilvy & Mather does not report billings.

Bermuda ***Exchange rates: 1.000000/1.000000 Bermuda dollar***

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Advertising Associates Compton, Hamilton	NE	1,642	32.3	10,947	32.8

Brazil ***Exchange rates: 0.008250/0.025500 Cruzado***

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
MPM Propaganda, Sao Paulo	NA	101,069	NA	317,788	NA
Salles/Inter-Americana, Sao Paulo	NA	88,906	NA	436,281	NA
Dualibi Petit Zaragoza Propaganda, Sao Paulo	NA	56,539	NA	226,215	NA
Standard, Ogilvy & Mather, Sao Paulo	MJ	45,031	NA	162,799	NA
Alcantara Machado,Periscinoto/BBDO, Sao Paulo	MN	37,781	NA	121,075	NA
J. Walter Thompson Publicidade, Sao Paulo	MJ	36,236	NA	241,693	NA
Fischer, Justus, Young & Rubicam, Sao Paulo	MJ	35,260	NA	235,184	NA
Norton Publicidade, Sao Paulo	NE	34,238	NA	136,950	NA
Lintas:Brasil , Sao Paulo	MJ	28,477	NA	189,941	NA
Leo Burnett Publicidade, Sao Paulo	MJ	23,402	NA	156,024	NA
CBBA/Propeg, Sao Paulo	MJ	21,033	NA	84,130	NA
W/GGK, Sao Paulo	MJ	20,284	NA	135,292	NA
SGB Publicidade , Rio de Janeiro	NE	13,200	NA	55,401	NA
FCB/Siboney Publicidade, Sao Paulo	MJ	9,812	NA	65,449	NA
Denison Propaganda, Sao Paulo	NE	6,155	NA	26,400	NA
Promo, Ogilvy & Mather, Sao Paulo	MJ	5,831	NA	22,092	NA
GTM&C , Sao Paulo	MJ	5,663	NA	32,586	NA
Direct, Ogilvy & Mather, Sao Paulo	MJ	2,160	NA	6,800	NA
Futura/Scali, McCabe, Sloves, Sao Paulo	MJ	1,744	NA	6,823	NA
McCann-Erickson, Sao Paulo	MJ	41	NA	274	NA

■ **Notes:** Denison Propaganda affiliated with Backer Spielvogel Bates. McCann-Erickson Brazil also includes figures for Interpublic Publicidade. CBBA/Propeg 100% owned by J. Walter Thompson Co. Fischer, Justus Young & Rubicam includes Cato-Johnson and Burson-Marsteller. Brazilian agencies submitting figures for this report used ADVERTISING AGE's exchange rate of 0.00825, which covered the period November 1987-October 1988. However, a major devaluation of the currency beginning in January 1988 resulted in a much lower calendar '88 exchange rate of 0.00260, and it is still moving. The 0.00825 rate was used to convert local currency in this chart. The original AA rate was retained when a Brazilian agency's report was consolidated with a multinational agency, but when Brazilian agencies were considered for the ranking of the top 50 agencies worldwide, the 0.00260 rate was applied to local currency. Also, due to the fluctuations in the Cruzado rate, AA did not compute percentage changes for 1988 and 1987 for gross income and billings.

Britain ***Exchange rates: 1.771700/1.576400 Pound***

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Saatchi & Saatchi Advertising, London	MJ	138,884	21.3	1,070,107	40.2
Ogilvy Group, London	MJ	83,184	29.7	540,529	30.4
Grey Communications Group, London	MJ	72,108	31.1	480,962	31.1
BSB Dorland, London	MJ	69,488	7.2	463,253	4.3
Young & Rubicam Holdings , London	MJ	67,326	44.5	449,048	44.5
J. Walter Thompson Co., London	MJ	64,609	12.3	514,147	34.0
DMB&B, London	MJ	60,675	30.2	427,109	38.9
Charles Barker Group, London	MN	59,598	13.7	397,522	14.3
McCann-Erickson U.K., London	MJ	57,704	11.4	384,891	11.4
BMP Davidson Pearce, London	NA	43,407	50.5	299,594	51.0
Lowe Howard-Spink, London	MJ	42,255	48.3	281,700	48.3
WCRS Mathews Marcantonio, London	MJ	32,245	43.5	214,907	43.5
Collett Dickenson Pearce, London	NA	31,891	33.5	216,147	35.8
KHBB, London	MJ	24,315	20.9	162,111	25.8
Leo Burnett Ltd., London	MJ	23,996	31.8	159,985	31.8
Abbott Mead Vickers, SMS, London	NE	23,644	37.4	177,625	35.2
Publicis, London	MJ	22,882	38.0	152,543	38.0
Allen Brady & Marsh, London	MJ	22,483	29.4	149,886	29.4
Alliance U.K. , London	MJ	21,438	31.8	137,984	27.2
Lintas:U.K., London	MJ	20,029	1.8	133,594	1.8
Gold Greenlees Trott, London	NA	19,653	56.8	142,622	57.3
Austin Knight, London	NA	19,134	39.5	127,562	39.5
DDB Needham , London	MJ	19,120	0.7	131,992	13.9
Bartle Bogle Hegarty, London	NA	19,001	33.9	126,677	33.9
Lowe Bell Communications, London	MJ	18,603	40.5	124,023	40.5
Yellowhammer Advertising, London	NA	17,380	40.3	115,869	40.3
HDM Horner Collis & Kirvan, London	MJ	14,138	66.4	108,782	68.7
ARC Advertising , London	NA	13,819	54.6	92,128	54.6
Foote, Cone & Belding, London	MJ	12,916	(6.5)	86,153	(6.5)
Watson Ward Albert Varndell, London	NA	12,623	68.4	84,156	68.4
Still Price Court Twivy D'Souza, London	NA	12,145	122.3	80,967	122.3
Geers Gross , London	NA	11,268	8.3	75,120	8.3
Cogent Elliott, London	NA	10,630	18.3	70,868	18.3
Colman RSCG, London	MJ	9,922	24.9	89,294	28.0
Slaymaker Cowley White/Bozell, London	MN	9,379	49.7	62,010	48.4
Ayer Barker, London	MN	9,337	8.8	59,469	(4.3)
Chetwynd Haddons, London	NA	9,264	4.1	61,761	4.1
TBWA, London	MJ	9,216	22.3	61,478	22.3
GGK, London	MJ	8,500	56.3	56,684	56.3
Bowden Dyble Hayes & Partners, London	NA	8,385	2.3	55,897	2.3
BDDO, London	MJ	8,383	27.5	55,884	27.5
Leagas Delaney, London	NA	7,707	67.1	51,379	67.1
Connell May & Steavenson, London	NA	7,574	33.5	50,493	33.5
Cromer Titterton, London	NA	7,508	36.6	50,051	36.6
Valin Pollen, London	NA	7,317	44.2	37,649	24.4
LansdownEuro , London	MJ	6,732	29.4	62,010	78.8
Delaney Fletcher Delaney, London	NA	6,644	47.9	44,293	47.9
Dewe Rogerson, London	NA	6,210	(14.7)	114,390	(4.4)
BDDP/Waldron Allen Henry Thompson, London	MJ	5,669	41.6	38,056	42.6
Butterfield Day Devito Hockney, London	NA	5,142	137.8	34,282	137.7
FCO , London	MJ	4,961	43.0	53,151	34.9
WCRS/dma, London	MJ	4,252	929.5	13,819	NA
Garratt Baulcombe Associates, Nottingham	MJ	3,397	10.4	22,660	10.4
Paling Ellis/KPR , London	MJ	3,047	41.2	20,098	39.4
Mallett McCormick , London	MJ	2,932	18.1	19,558	18.1

Compiled by Ilse Cermak.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Kobs & Draft-Dorland Direct, London	MJ	1,419	NA	9,467	NA
Mojo Britain, London	MJ	1,056	385.4	7,039	385.3
FCB Direct, London	MJ	850	NA	5,669	NA
First City/BBDO , London	MN	269	NA	1,797	NA

■ **Notes:** Saatchi & Saatchi Advertising figures include Harrison Cowley, RPG Acme, SPA and Halls. Collett Dickenson Pearce, Bartle Bogle Hegarty, Yellowhammer Advertising, Cogent Elliott, Chetwynd Haddons, Arc Advertising, Connell May & Steavenson, Still Price Court Twivy D'Souza, Leagas Delaney, Geers Gross, Bowden Dyble Hayes & Partners, Austin Knight, Watson Ward Albert Harndell and Cromer Titterton figures for both years are AA estimates. Garratt Baulcombe Associates 100% owned by Foote, Cone & Belding. Mallett McCormick part of the Publicis-FCB Communication Group. LansdownEuro majority owned by J. Walter Thompson Co. Grey Communications includes Grey U.K., Newton & Godin and Taylor Partnership with offices in London, Leicester and Manchester. McCann-Erickson U.K. includes Harrison Advertising, Advertising Ltd., Photo-Video, Intercompany Administrative & Computing Services, Direct, M-E Communications, M-E Royds, EPIC, Consultancy, Sales Desk and Scotland BDF. Charles Barker Group N W Ayer holds 12.7% equity. Paling Ellis/KPR 100% owned by Omnicom. Alliance U.K. combines ASL Alliance, St. James Alliance and WBH Alliance. Allen Brady & Marsh 100% owned by Lowe Howard-Spink & Bell. Young & Rubicam includes data for Wunderman, Cato-Johnson, Sudler & Hennessey and Burson-Marsteller

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Cameroon	*Exchange rates: 0.003300/0.003300 Central African franc*				
Lintas:Cameroon, Douala	MN	525	10.0	3,503	10.0
Canada	*Exchange rates: 0.802300/0.747500 Canadian dollar*				
Young & Rubicam, Toronto	MJ	23,686	30.0	157,979	30.0
MacLaren Advertising, Toronto	MJ	21,945	19.8	146,368	19.1
J. Walter Thompson Co., Toronto	MJ	21,137	10.4	140,981	10.4
Cossette Communication-Marketing, Toronto	NA	21,014	50.9	136,642	51.1
McCann-Erickson , Toronto	MJ	17,115	56.2	114,156	56.2
The BCP Group, Montreal	NA	16,848	17.4	112,322	17.4
Baker Lovick, Toronto	MN	16,426	28.6	109,561	28.6
Grey Canada, Toronto	MJ	16,324	20.7	108,879	20.7
FCB/Ronalds-Reynolds, Toronto	MJ	13,839	44.8	92,308	44.8
Ogilvy & Mather , Toronto	MJ	13,377	4.7	89,226	4.7
Leo Burnett Co., Toronto	MJ	12,181	11.1	81,207	11.1
Saatchi & Saatchi Compton Hayhurst, Toronto	MJ	11,312	15.6	90,660	16.6
Backer Spielvogel Bates Canada, Toronto	MJ	10,751	15.3	95,928	36.5
Scali, McCabe, Sloves (Canada), Toronto	MJ	9,082	73.4	44,559	52.8
DMB&B, Toronto	MJ	8,536	13.1	69,127	30.6
SMW Advertising, Toronto	NA	7,221	28.8	48,138	28.8
Lintas:Canada, Toronto	MJ	4,459	20.0	29,743	20.0
Kelley Advertising, Hamilton	JV	4,040	11.9	26,930	13.6
DDB Needham, Toronto	MJ	3,902	(3.2)	27,679	6.7
Kert Advertising , Toronto	NA	3,332	9.3	25,465	10.8
Enterprise Advertising, Toronto	MJ	3,209	45.1	21,405	45.1
Lowe Canada/Deacon Day, Toronto	MJ	1,745	(20.2)	11,633	(20.2)
Grant Tandy, Toronto	MN	1,424	(42.6)	9,496	(42.6)
BBDO Retail Canada , Toronto	MN	1,422	108.8	9,483	108.8
Bozell, Jacobs, Kenyon & Eckhardt, Toronto	MJ	752	7.8	5,010	7.7
Raymond Lee & Associates, Toronto	NA	329	14.8	2,194	14.8
Kobs & Draft , Toronto	MJ	240	NA	1,585	NA
Publicite Pinnacle, Montreal	NA	116	(14.1)	770	(14.1)

■ **Notes:** Bozell, Jacobs, Kenyon & Eckhardt gross income figures for both years AA estimates. Enterprise Advertising 100% owned by J. Walter Thompson Co. Baker Lovick 49% owned by BBDO Worldwide. Kobs & Draft-Canada part of Backer Spielvogel Bates. Young & Rubicam includes data for Wunderman and Burson-Marsteller. McCann-Erickson figures include data for the last three month of 1988 for Foster Advertising, Toronto, which was bought by M-E in October. No information available for the first nine months for Foster. MacLaren Advertising 100% owned by Interpublic Group of Cos.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Chile	*Exchange rates: 0.004100/0.004300 Peso*				
J. Walter Thompson Chilena, Santiago	MJ	2,968	6.5	19,787	11.7
McCann-Erickson, Santiago	MJ	2,308	30.6	15,396	30.6
BBDO/Chile, Santiago	MN	2,045	27.3	13,642	27.3
A.M.W. de Publicidad , Santiago	MN	1,512	32.7	10,080	32.7
Unitros Chile, Santiago		1,351	33.7	9,514	34.3
Lintas Chile, Santiago	MJ	1,351	25.5	9,012	25.5
Northcote & Asociados , Santiago	MN	1,292	33.5	8,610	33.5
Grey Chile, Santiago	MN	1,025	65.3	6,837	65.3
Israel & De Bianchi , Santiago	NE	934	63.1	6,230	63.2
Leo Burnett-Chile, Santiago	MJ	706	48.0	4,705	48.0
Young & Rubicam de Chile, Santiago	MJ	604	11.4	40	16.8
Hermosilla, Zegers, Santiago	MN	594	45.0	3,961	45.0
Prologo/BJK&E , Santiago	NE	202	181.1	1,349	181.1
Vox Publicida, Santiago	NA	94	123.8	762	88.4

■ **Notes:** BBDO/Chile formerly Publiart/BBDO. Hermosilla, Zegers 16% owned by BBDO Worldwide. A.M.W. 20% owned by J. Walter Thompson Co. Prologo/BJK&E non-equity affiliation.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
China	*Exchange rates: 0.272700/0.270300 Renmibi*				
McCann-Erickson Jardine China, Beijing	MJ	1,175	55.6	7,838	55.6
HDM-DYR, Beijing	MJ	323	55.2	2,154	55.2

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Colombia	*Exchange rates: 0.003500/0.004400 Peso*				
Propaganda Sancho, Bogota	NE	3,332	2.7	15,658	14.0
McCann-Erickson, Bogota	MJ	2,499	27.9	16,668	27.9
Atlas Publicidad, Bogota	NE	2,155	(2.3)	14,372	(2.3)
Leo Burnett-Colombia, Bogota	MJ	2,004	(11.4)	13,362	(11.4)
G. Meza & Ted Bates, Bogota	NE	1,684	15.6	11,230	15.6
Atenas/BBDO, Bogota	NE	1,625	3.4	10,833	1.4
FCB/Puma , Bogota	MJ	1,616	377.5	10,776	377.5
Jaime Uribe & Asociados, Medellin	NE	1,103	(5.5)	7,350	(5.5)
Lintas:Colombia, Bogota	MJ	262	NA	1,746	NA

■ **Notes:** Propaganda Sancho non equity affiliation with Saatchi & Saatchi Advertising. Atlas Publicidad non equity affiliation with J. Walter Thompson Co. Jaime Uribe gross income for both years AA estimate

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Costa Rica	*Exchange rates: 0.014450/0.016300 Colon*				
Alberto H. Garnier, San Jose	NE	1,828	2.6	12,193	2.6
McCann-Erickson Centroamericana, San Jose	MJ	1,058	(4.3)	7,060	(4.3)
FCB/Siboney, San Jose	MJ	502	(10.4)	3,350	(10.4)
APCU Costa Rica, San Jose	MN	405	32.0	2,699	32.0
Publicidad Comercial, San Jose	MN	78	NA	518	NA

■ **Notes:** Alberto Garnier financial year Oct. '87-Sept. '88 and Oct. '86-Sept. '87. Non equity affiliation with BBDO Worldwide. Publicidad Comercial 30% held by Leo Burnett Co.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Cyprus	*Exchange rates: 2.232000/2.070000 Pound*				
Impact/BBDO International, Nicosia	MN	5,580	28.4	46,872	33.2

■ **Notes:** Impact/BBDO, 44% held by BBDO Worldwide, has offices in Lebanon, Egypt, Saudi Arabia, United Arab Emirates and Kuwait.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Denmark	*Exchange rates: 0.149600/0.142100 kroner*				
Ted Bates Holding, Copenhagen	MJ	17,386	14.3	120,557	12.4
Team/BBDO Group Denmark, Copenhagen	MN	9,360	31.4	62,431	31.4
scan-ad reklamebureau, Aarhus	NA	8,662	17.0	57,775	17.0
Young & Rubicam Copenhagen, Copenhagen	MJ	7,786	12.9	51,929	12.9
Grey, Copenhagen/Aarhus	MJ	5,212	24.1	34,762	24.1
Lyre & Valbo Reklamebureau, Copenhagen	NA	5,106	16.2	34,059	16.2
Ogilvy & Mather , Copenhagen	MJ	4,818	8.5	30,215	29.1
Norgard Mikkelsen , Odense	MJ	4,754	13.0	28,542	9.9
Lintas:Denmark, Copenhagen	MJ	4,709	(20.8)	31,412	(20.8)
NP/3 Marketing, Aarhus	NA	4,165	44.2	27,778	44.2
Pro Reklame/Marketing, Copenhagen	NA	3,938	24.2	26,006	23.0
Gutenberghus Reklamebureau, Copenhagen	NA	3,771	(10.2)	27,159	(7.3)
McCann-Erickson, Copenhagen	MJ	2,933	4.9	19,566	4.9
Leo Burnett-Denmark , Copenhagen	MJ	2,910	32.9	19,402	32.9
FCB/Hiort, Stenius & Walter, Copenhagen	MN	2,609	NA	17,403	NA
Dyppel Advertising, Copenhagen	NA	2,053	29.6	7,198	21.0
Berg & Lyhne, Copenhagen	NA	1,955	13.7	6,325	15.1
DMB&B, Copenhagen	MJ	1,784	(2.9)	15,260	7.5
DMB&B Ipsen & Parmo, Copenhagen	MJ	1,375	7.5	10,574	10.9
J. Walter Thompson Co., Copenhagen	MJ	1,150	(25.9)	7,668	(25.9)
Createam, Frederiksberg	NE	628	94.6	4,189	94.6
Saatchi & Saatchi Advertising, Copenhagen	MJ	588	3.5	3,319	2.9

■ **Notes:** Young & Rubicam includes figures for Wunderman, Cato-Johnson and Burson-Marsteller. Team/BBDO Group Denmark, 25% held by BBDO Worldwide, includes Henriksen & Sieling/BBDO, Nielsen, Mikkelsen & Duus, Sorensen, Selig & Guldmann and BBDO Business Communications. Createam, non equity affiliation with BJK&E, shows AA gross income estimates for both years.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Dominican Republic	*Exchange rates: 0.199800/1.000000 Peso*				
Young & Rubicam Damaris , Santo Domingo	MJ	1,851	(72.2)	12,346	(72.2)
McCann-Erickson Dominicana, Santo Domingo	MJ	669	(70.6)	4,464	(70.6)
FCB/Siboney, Santo Domingo	MJ	476	(68.0)	3,178	(68.0)
Leo Burnett Co., Santo Domingo	MJ	410	(70.9)	2,732	(70.9)
Cumbre/Saatchi & Saatchi, Santo Domingo	NE	290	NA	1,319	NA
Ecuador	*Exchange rates: 0.002770/0.006072 Sucre*				
Norlop-Thompson/Ecuador, Guayaquil	MN	1,023	(41.4)	6,822	(41.4)
Veritas Publicitaria, Guayaquil/Quito	NE	989	(29.3)	6,594	(12.7)
McCann-Erickson, Guayaquil	MJ	951	(24.7)	6,345	(24.7)
FCB-Artefilme, Guayaquil	MJ	322	(13.2)	2,150	(13.2)

■ **Notes:** Veritas Publicitaria non equity affiliation with Ogilvy & Mather. Norlop-Thompson/Ecuador 20% held by J. Walter Thompson Co. Andina/BBDO did not supply figures.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Egypt	*Exchange rates: 0.443000/0.583700 Pound*				
Advertising & Marketing Associates, Cairo	NE	136	(23.6)	909	(23.6)
El Salvador	*Exchange rates: 0.188900/0.192500 Colon*				
McCann-Erickson Centroamericana, San Salvador	MJ	548	23.0	3,657	23.0
APCU El Salvador , San Salvador	MN	510	10.6	3,402	10.6
Comunicart, San Salvador	NA	434	12.8	1,511	6.1
Finland	*Exchange rates: 0.239000/0.220800 Markka*				
McCann-Erickson Finland, Helsinki	MJ	11,445	33.8	76,339	33.8
Finnad-Bates Advertising, Helsinki	ND	10,549	42.4	70,358	42.6
Sek & Grey Oy, Helsinki	MJ	10,038	9.9	66,953	9.9
Oy Liikemainonta-McCann, Helsinki	MJ	9,817	8.9	65,476	8.9
Markkinointi Viherjuuri Oy, Helsinki	NA	7,768	7.8	51,003	8.5
Mainosyhtyma Oy, Helsinki	NA	6,357	(5.6)	42,404	(5.6)
Erva-Latvala Oy, Helsinki	NA	5,625	0.3	37,518	0.3
Taucher Y&R, Helsinki	MN	5,096	NA	33,899	NA
Turkama & Kumppanit Oy, Helsinki	NA	5,055	(5.2)	33,716	(5.2)
Mainostoimisto MAS Oy, Helsinki	NA	4,905	(9.9)	32,715	(9.9)
Lintas Oy, Helsinki	MJ	4,676	12.6	31,187	12.6
Juniormainos Oy , Helsinki	NA	3,660	24.6	24,411	24.6
Oy Adsek , Tampere	NA	3,223	17.3	21,500	16.9
Asanti Konttinen Torkler Oy, Helsinki	MN	3,203	30.1	21,366	30.1
Ogilvy & Mather Oy , Helsinki	MJ	3,084	9.3	23,509	6.0
MK-mainos Oy , Helsinki	NA	3,078	4.9	20,528	4.9
Kauppamainos Oy, Helsinki	NE	2,966	33.0	19,783	33.0
Tehomainos-JWT Oy, Helsinki	MN	2,964	12.6	19,767	12.6
Markkinointi Topitorma Oy, Helsinki	NA	2,940	16.8	20,404	14.4
Alliance Oy, Helsinki	MN	2,868	8.2	19,130	8.2
Interplan, Helsinki	NE	2,868	15.8	19,130	15.8
Oy Interplan, Helsinki	NE	2,844	6.2	18,970	6.2
Mainostoimisto Konsepti Oy, Helsinki	NA	2,749	13.0	18,332	13.0
Oy Ilmo , Helsinki	NA	2,605	(18.2)	17,376	(18.2)
Oy Valotorni , Helsinki	NA	2,247	3.3	14,985	3.3
Markkinointiryhma Oy, Helsinki	NA	2,245	5.2	14,972	5.2
USP Helsinki Oy, Helsinki	NA	2,073	20.5	13,829	20.5
Mainostoimisto LSM Oy, Turku	NA	2,050	30.5	13,671	30.5
Mainoskentta Oy, Tampere	NA	1,960	3.8	13,073	3.9
Creator Oy, Helsinki	NA	1,888	(11.0)	12,593	(11.0)
Mainostoimisto U&M, Helsinki	NA	1,840	(0.8)	12,373	(0.0)
Mainostoimisto Womena Oy, Helsinki	MJ	1,816	10.2	12,110	10.2
DMB&B Finland, Helsinki	MJ	1,722	38.0	11,476	38.0
Adax-mainos Oy , Turku	NA	1,698	5.6	11,325	5.6
Lintas:Make Direct, Helsinki	MJ	1,602	17.0	10,686	17.0
Oy Mainostoimisto Byroo, Helsinki	NA	1,554	33.7	10,362	33.7
Tampereen Taucher Oy, Tampere	NA	1,545	8.3	10,307	8.3
Reklamainos Oy, Helsinki	NA	1,403	22.3	9,357	22.3
A-mainos Oy , Tampere	NA	1,393	7.8	9,292	18.2
USP Turku Oy , Turku	NA	1,261	(5.2)	8,541	(5.2)
Mainos Lehmus Oy , Tampere	NA	1,267	(3.6)	8,449	(3.6)
VSOP Oy , Tampere	NA	1,243	30.7	8,289	30.7
Markkinamainos Oy , Helsinki	NA	1,240	22.0	8,270	22.0
Oulun Taucher Oy , Oulu	NA	1,200	17.6	8,004	17.6
Mainostoimisto Rubiini , Helsinki	NA	1,169	37.2	7,997	40.7
Oy Preesens , Helsinki	NA	1,156	40.1	7,710	40.1
Mainosforum Oy , Helsinki	NA	1,030	55.1	6,868	55.1
Avant/BBDO , Helsinki	MN	1,009	27.0	3,241	22.3
Lahden Taucher Oy , Lahti	NA	900	29.4	6,000	29.4
J&C Advertising , Helsinki	NE	634	18.3	2,195	66.7
Mainostoimisto Remes & Kumppanit , Helsinki	NA	563	(15.8)	3,757	(15.8)
Mainostoimisto Hast Pasanen Vormala, Helsinki	NA	553	(5.6)	3,686	(5.6)
Apricot Oy , Helsinki	NA	541	NA	3,608	NA
Oy Mainos Up , Helsinki	NA	422	(50.3)	2,812	(50.3)
Liikekonsultit Oy , Helsinki	NA	360	2.8	2,401	2.8
Mainos Kunnas Oy , Helsinki	NA	263	(8.3)	1,754	(8.3)
Ajans Mainos Oy , Helsinki	NA	194	4.9	1,291	4.9
Mainos H&K Oy , Oulu	NA	55	(12.8)	369	(12.8)

■ **Notes:** Interplan non equity affiliation with Saatchi & Saatchi Advertising. McCann-Erickson Finland includes figures for Oy Liikemainonta-McCann and Womena. Both are also listed separately. Asanti Konttinen Torkler 20% held by BBDO Worldwide. Taucher Y&R 10% held by Y&R. Avant/BBDO 1987 figures AA estimates. J&C Advertising non equity affiliation with N W Ayer. Young & Rubicam includes data for Wunderman

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
France	*Exchange rates: 0.169100/0.162200 franc*				
Publicis Conseil, Paris	MJ	125,134	22.3	834,678	24.9
RSCG France , Paris	MJ	106,533	57.2	710,220	56.4
HDM France, Paris	MJ	95,711	60.3	638,390	60.3
Belier WCRS, Paris	MJ	89,630	31.6	629,716	38.6
BDDP Group, Paris	NA	69,331	55.4	462,489	55.4

Gross income and billings figures are U.S. dollars in thousands.
Compiled by Ilse Cermak.

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Young & Rubicam France, Paris	MJ	55,101	67.4	367,542	67.4
Lintas:Paris, Paris	MJ	40,124	20.1	267,626	20.1
Univas, Paris	MJ	36,526	11.5	243,673	11.3
Saatchi & Saatchi Advertising, Paris	MJ	30,827	15.2	205,507	14.9
DDB Needham, Paris	MJ	30,366	38.0	169,100	(16.6)
Synergie Polaris BJK&E, Paris	JV	25,365	13.3	186,010	9.2
Ogilvy & Mather France, Paris	MJ	23,167	32.2	154,557	32.3
McCann-Erickson France, Paris	MJ	18,917	12.4	126,176	12.4
MGTB Ayer, Paris	MN	18,432	16.0	120,061	13.9
Grey, Paris	MJ	17,992	51.5	120,004	51.5
CFP Alliance, Paris	MJ	15,557	7.8	103,767	7.8
FCB S.A., Paris	MJ	15,253	(0.4)	101,736	(0.4)
TBWA, Paris	MJ	15,219	13.7	101,460	13.7
CLM/BBDO , Paris	MJ	14,407	38.4	96,100	38.4
Ted Bates, Paris	MJ	12,260	19.3	78,716	18.2
The Creative Business Intl., Paris	MJ	12,006	56.6	79,984	57.4
Bordelais, Lemeunier/Leo Burnett, Paris	MJ	11,690	45.1	77,940	45.1
Alice/CDP, Paris	MN	11,669	NA	78,637	NA
J. Walter Thompson S.A., Paris	MJ	9,739	(33.5)	64,961	(33.5)
Ogilvy Defrenois Direct, Paris	MJ	8,734	23.1	58,241	23.1
DMB&B Paris, Paris	MJ	8,712	22.5	64,828	154.8
Eldorado, Paris	MJ	7,625	63.2	49,377	43.8
BCRC, Paris	NA	7,610	11.7	50,730	11.7
Lowe Quadrillage, Paris	MN	3,955	62.4	26,364	62.4
Manuel-Naso, Paris	JV	3,382	NA	22,558	NA
GGK Paris, Paris	MJ	3,169	11.9	21,138	32.1
RSCG Export, Issy-les-Moulineaux	MJ	3,002	(31.4)	20,292	(30.6)
OP, Paris	MJ	2,548	NA	16,996	NA
Havas Contact/AUM, Paris	MJ	2,469	NA	16,454	NA
Audour, Soum, Larue/SMS, Paris	MJ	2,200	NA	14,668	NA
OPF, Paris	MJ	1,677	4.3	7,593	4.3
Conquest Europe, Paris	MJ	1,508	NA	10,060	NA
Black Pencil, Paris	MJ	1,328	NA	8,855	NA
Herald, Paris	NA	972	8.3	2,293	(0.1)
Mix Communications, Paris	MJ	948	29.9	6,325	29.9
Henras-Vergonzanne, Montauban	NA	727	49.4	1,826	68.2
De Bonneville-Oriandini, Paris	NA	634	18.5	4,228	18.5
Kobs & Draft , Paris	MJ	150	NA	980	NA

■ **Notes:** Publicis Conseil includes 16 regional agencies plus Intermarco, Siquier Courcelle, De Bonneville Oriandini, Success-Slad, Loeb et Associes, Orexa, Publicite Sante, Camera 6, Jonction and Mundoprint. The Creative Business Intl. 51% owned by RSC&G. Black Pencil/Paris majority owned by Leo Burnett Co., opened in 1988. Young & Rubicam includes Wunderman, Cato-Johnson, Sudler & Hennessey and Burson-Marsteller. Mix Communications 100% owned by J. Walter Thompson Co. McCann-Erickson France includes Joannis Schneider and Universal Media. BDDP Group includes nine regional agencies, Tequila, Messages, Bruno Meura, Makalu, Hotshop, Mafia, FGR, CPM Consultant, Textuel and 35% of Horizons Media. FCA! Group consists of Concurrence Moderne, Bernard Moors, 4 regional and 15 specialized agencies, and offices in 6 European countries. Synergie Polaris BJK&E joint venture of Eurocom and Bozell, Jacobs, Kenyon & Eckhardt. RSC&G includes 18 regional offices. RSC&G Export covers agencies in Africa, the Middle East and the Caribbean. Eldorado 100% owned by Eurocom. Alice/CDP 25% owned by Eurocom.

Greece — ***Exchange rates: 0.007120/0.007300 Drachma***

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Spot/Thompson Advertising, Athens	MN	4,601	33.4	30,687	33.4
Bold Advertising, Athens	NA	3,987	44.5	27,910	44.3
Adel/Saatchi & Saatchi Advertising, Athens	MJ	3,560	74.2	21,574	64.2
Lintas:Athens, Athens	MJ	3,000	161.3	20,011	59.8
Euro-Leo Burnett, Athens	MJ	2,629	45.0	17,526	45.0
Olympic DDB Needham, Athens	MN	2,478	88.6	16,527	88.6
BBDO/Athens, Athens	MJ	2,137	48.6	14,251	48.6
McCann-Erickson Greece, Athens	MJ	1,974	44.0	13,167	44.0
Geomi/FCB, Athens	MN	1,961	42.2	13,078	42.2
J.N. Leoussis Advertising, Athens	NA	1,440	14.7	9,600	14.6
Alector Advertising, Athens	NA	1,367	17.0	8,572	17.9
Ted Bates, Athens	MJ	1,255	32.1	7,933	29.2
Grafis Advertising, Athens	MN	1,089	29.8	7,266	29.8
Geo II Advertising, Athens	NA	740	56.6	5,838	72.7
DMB&B Ergon, Athens	MJ	740	48.7	4,486	35.6
Lamda Alpha Advertising, Athens	NE	635	53.2	4,251	27.7
Interpress, Athens	NA	602	NA	4,389	NA
Global Communications, Athens	MJ	534	66.3	3,560	65.9
Epsilon-Epsilon , Athens	NA	337	19.3	2,528	16.2
Sigma Ltd., Athens	NA	274	62.4	1,828	62.4
Chapman/Palavidis, Athens	NA	239	47.2	1,673	27.3

■ **Notes:** Ted Bates Advertising includes figures for AC&R Hellas. Lamda Alpha Advertising non equity affiliation with Grey Advertising. Global Advertising 80% owned by BBDO Worldwide.

Guatemala — ***Exchange rates: 0.396700/0.400000 Quetzal***

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Publicidad McCann-Erickson, Guatemala City	MJ	1,227	30.6	8,183	30.6
Communica Publicidad, Guatemala City	NE	733	(1.8)	4,890	(1.8)
FCB/Siboney, Guatemala City	MJ	711	11.9	4,746	11.9
APCU Thompson, Guatemala City	MN	581	5.7	3,878	5.9
Publimerca, Guatemala City	NE	184	7.4	1,117	(2.0)

■ **Notes:** APCU Thompson Asociados J. Walter Thompson Co. holds 40% equity in APCU, with offices in Panama, Costa Rica, El Salvador and Honduras. Communica Publicidad non equity affiliation with Leo Burnett Co. Publimerca non equity affiliation with N W Ayer.

Honduras — ***Exchange rates: 0.363500/0.436700 Lempira***

Agency, city	Ownership	Gross income	% chg	Billings	% chg
McCann-Erickson Centroamericana, Tegucigalpa	MJ	605	(9.3)	4,033	(9.3)
APCU Honduras, Tegucigalpa	MN	225	(2.6)	1,502	(2.6)
FCB/Artefilme Honduras, Tegucigalpa	MJ	146	NA	974	NA

Hong Kong — ***Exchange rates: 0.128200/0.128200 Hong Kong dollar***

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Leo Burnett Ltd., Hong Kong	MJ	6,800	(0.9)	45,337	(0.9)
Ogilvy & Mather (HK), Hong Kong	MJ	6,785	11.8	45,256	11.8
J. Walter Thompson Co., Hong Kong	MJ	6,448	35.8	43,010	35.8
HDM Hong Kong, Hong Kong	MJ	5,698	74.8	38,052	75.0
Ball WCRS Partnership, Hong Kong	MJ	4,861	58.1	32,421	58.1
Ted Bates Ltd., Hong Kong	MJ	4,159	6.3	27,588	[illegible]
BBDO Hong Kong, Hong Kong	MJ	3,750	44.4	24,999	44.4
DDB Needham, Hong Kong	MJ	3,462	58.9	22,020	66.8
McCann-Erickson, Hong Kong	MJ	3,421	8.0	22,818	8.0
People & Grey, Hong Kong	MJ	2,788	51.0	18,598	51.0
Bozell, Jacobs, Kenyon & Eckhardt, Hong Kong	MJ	2,485	86.3	16,572	86.3
Far East-Ketchum Advertising, Hong Kong	NA	2,250	130.9	14,999	130.9
Lintas:Hong Kong, Hong Kong	MJ	2,189	(6.7)	14,598	(6.7)
Saatchi & Saatchi Advertising, Hong Kong	MJ	2,038	(13.8)	13,589	(13.8)
DMB&B Modern, Hong Kong	MJ	1,951	52.0	13,005	49.7
Foote, Cone & Belding , Hong Kong	MJ	1,528	(21.0)	10,195	(21.0)
Results (HK), Hong Kong	MJ	1,313	21.4	8,755	21.4
Lee Davis Ayer, Hong Kong	MJ	1,113	20.6	7,426	20.7
Mojo Hong Kong, Hong Kong	MJ	968	(1.7)	6,449	(1.7)
Chuo Senko Advertising, Hong Kong	NA	561	57.1	3,117	55.2
Kobs & Draft, Hong Kong	MJ	330	NA	2,200	NA

■ **Notes:** Kobs & Draft Hong Kong part of Backer Spielvogel Bates Worldwide. BBDO Hong Kong gross income for both years AA estimate.

India — ***Exchange rates: 0.073600/0.077100 Rupee***

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Lintas:India, Bombay	MJ	8,502	12.1	56,707	12.1
Hindustan Thompson Associates, Bombay	NE	7,840	4.8	52,289	4.8
Ogilvy Benson & Mather, Bombay	MN	4,556	28.4	30,388	28.4
Clarion Advertising, Calcutta	NA	3,748	9.1	24,988	9.1
Everest Advertising, Bombay	MN	3,692	13.3	24,656	13.4
Ulka Advertising, Bombay	NA	3,533	19.8	23,552	19.8
R.K. Swamy Advertising, Madras	NE	2,944	1.8	19,651	2.0
Advertising & Sales Promotion, New Delhi	NA	2,112	16.0	12,070	19.3
Contract Advertising, Bombay	MN	2,058	5.5	13,727	5.5
Chaitra Advertising, Bombay	NA	1,818	(10.0)	12,107	(10.0)
daCunha Associates, Bombay	NA	1,810	18.1	11,650	33.7
Trikaya Advertising, Bombay	MN	1,287	NA	8,586	NA
Creative Unit, Bombay	NA	785	5.3	5,232	5.3
Contour Advertising, Bombay	NA	618	23.2	3,865	19.4
Bidhan Advertising & Marketing, Ahmedabad	NA	190	(40.3)	1,263	(40.3)
Marketing Advertising Associates, Bangalore	NA	162	55.6	1,030	48.5
Adverts, Bombay	NA	144	NA	957	NA

■ **Notes:** Everest minority owned by Saatchi & Saatchi Advertising. R.K. Swamy Advertising non equity affiliation with BBDO Worldwide. Hindustan Thompson Associates non equity affiliation with J. Walter Thompson Co. Contract Advertising 40% owned by JWT. Trikaya Advertising non equity affiliation with Grey.

Indonesia — ***Exchange rates: 0.000590/0.000609 Rupiah***

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Matari Inc., Jakarta	NE	2,182	27.2	10,096	27.8
PT Fortune Compset, Jakarta	NE	1,912	49.5	10,620	24.6
Adforce-J. Walter Thompson, Jakarta	NE	1,112	26.6	7,418	26.6
P.T. Bates Mulia, Jakarta	NE	699	49.2	5,489	57.8
Perwanal DMB&B, Jakarta	MN	340	(9.1)	2,114	(15.4)

■ **Notes:** Matari Inc. non equity affiliation with Bozell, Jacobs, Kenyon & Eckhardt. Indo Ad non equity affiliation with Ogilvy & Mather. PT Fortune Compsett non equity affiliation with Saatchi & Saatchi Advertising. Sulisto Inc., BBDO Worldwide affiliate, did not submit figures.

Ireland — ***Exchange rates: 1.531600/1.445000 Pound***

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Saatchi & Saatchi Advertising, Dublin	MJ	4,004	11.5	20,237	15.6
Peter Owens Ltd., Dublin	NA	3,983	34.4	22,150	41.8
Wilson Hartnell Advertising, Dublin	MJ	3,441	14.4	21,274	6.0
Hunter Advertising, Dublin	MJ	2,361	2.1	14,276	4.0
Arks Alliance, Dublin	MJ	2,066	15.3	13,786	15.4
Young Alliance, Dublin	MJ	1,991	27.6	13,282	27.6
Bell Advertising, Dublin	MJ	1,727	(0.3)	9,478	(18.0)
O'Keeffes Ltd., Dublin	NA	1,402	6.1	9,145	7.3
Des O'Meara & Partners, Dublin	NA	1,264	22.7	8,425	22.7
DMB&B Dublin, Dublin	MJ	409	174.8	2,728	174.8

■ **Notes:** Saatchi & Saatchi Advertising formerly O'Kennedy Brindley. Hunter Advertising part of Saatchi & Saatchi Advertising. Wilson Hartnell and Bell Advertising 80% owned by Ogilvy & Mather.

Israel — ***Exchange rates: 0.627500/0.631600 Shekel***

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Ariyeli Communications Group, Tel Aviv	NA	3,750	0.0	20,000	0.0
Tamir, Cohen (Jacobsen), Tel Aviv	NA	3,300	10.0	22,000	10.0
Warshavsky, Freilich, Dover, Tel Aviv	NE	1,875	44.2	12,500	38.9
Pelled Ltd., Tel Aviv	NA	1,520	15.2	8,125	(17.2)
Bing-Linial Advertising, Tel Aviv	NA	1,500	NA	7,500	NA
OK Marketing & Advertising, Tel Aviv	NA	810	NA	4,400	NA
Nazareth Mass Communications, Nazareth	NA	300	NA	2,000	NA

■ **Notes:** All Israeli agencies reported in U.S. dollars. Warshavsky, Freilich, Dover non equity affiliation with Grey Advertising.

Italy — ***Exchange rates: 0.000770/0.000755 Lira***

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Gruppo Armando Testa, Turin	NA	47,740	64.2	323,000	64.1
Publicis-FCB/MAC, Milan	MJ	47,395	13.1	338,468	12.6
Young & Rubicam Italia, Milan	MJ	38,084	33.2	254,020	33.2
McCann-Erickson Italiana, Milan	MJ	36,837	15.4	245,700	15.4
J. Walter Thompson Italia, Milan	MJ	27,489	19.4	225,302	20.5
Italia/BBDO, Milan	MN	25,410	21.3	169,400	21.3
Bozell WCRS Italia, Milan	MJ	24,933	15.9	166,320	15.9
Saatchi & Saatchi Advertising, Rome	MJ	22,638	27.1	188,650	24.3
Lintas:Milan, Milan	MJ	21,509	27.7	143,467	27.7
DMB&B, Milan	MJ	19,574	15.8	127,243	16.3
Milano & Grey, Milan	MJ	17,287	18.0	1,153,010	18.1
Livraghi, Ogilvy & Mather, Milan/Rome	MN	16,674	6.8	111,213	6.8
TBWA Italia, Milan/Rome	MJ	15,689	11.4	127,050	12.2
Canard Advertising, Turin	NA	13,090	15.6	107,800	36.0
Pirella Goettsche Lowe, Milan	MJ	11,495	19.9	101,640	30.7
Leo Burnett Co., Milan	MJ	10,267	24.2	68,453	24.2
Publinter Ayer, Milan	MJ	8,595	(10.7)	80,850	1.0
RSCG Mezzano Costantini Mignani, Milan	MJ	8,085	(0.4)	96,250	4.6
BJKE e Associati, Milan	JV	8,008	20.5	66,759	20.3
HDM WE, Milan	MJ	7,585	15.5	74,690	17.8
Ted Bates & Co., Milan	MJ	7,454	24.4	67,636	48.1
P&T Co., Milan	NA	7,392	39.9	61,600	29.5
B Communications, Milan	NA	5,889	7.7	54,693	13.0
GGK Milan, Milan	MJ	4,156	24.5	27,720	8.0
AdMarco, Milan/Florence	NA	4,004	26.3	40,040	26.3
Associati Globe, Milan	NA	3,835	13.3	23,100	13.3
Verba, Milan	MJ	3,276	NA	34,260	NA
Tonic Italy, Milan	MJ	2,926	60.1	19,516	60.1
Pubbimarket Alliance, Milan/Udine	MN	2,499	6.3	21,560	37.5
Conquest Europe, Milan	MJ	2,355	37.3	23,905	74.9
Broucc/DDB, Milan	JV	2,079	2.0	33,110	2.0
Gandin & Associati, Milan	NA	2,050	5.1	13,500	2.3
STZ, Milan	NA	1,694	87.5	8,547	82.6
Adver Pubblicita e Marketing, Padua	NA	924	13.3	7,796	58.9
Pubbli Dan Wirz, Milan	MN	809	(10.8)	5,393	(10.8)
Pragmatica, Milan	MJ	527	17.5	3,517	17.5
BDDP/BSM, Milan	MJ	519	NA	34,639	NA

■ **Notes:** Gruppo Armando Testa this year incorporates all its subsidiaries, such as Armando Testa, New York and Barcelona, Media Italia Group, Telecontatto, Creativity and Ardo Film. Young & Rubicam Italia includes Wunderman, Cato-Johnson, Sudler & Hennessey and Burson-Marsteller. Publicis FCB/MAC, a merger of Publicis Italy, FCB Italy and MAC Comunicazione Integrata, includes Concept, Euro Advertising, Comunicazione Strategica, Euro MAC Ancona, Park, The Promotion Centre, Gesponsor, Art Design and IPR Italia. Italia/BBDO 40% owned by BBDO Worldwide.

Ivory Coast — ***Exchange rates: 0.003780/0.003300 Central African Franc***

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Lintas:Abidjan, Abidjan	MJ	1,511	7.9	10,076	7.9

Jamaica — ***Exchange rates: 0.175600/0.178300 Jamaican dollar***

Agency, city	Ownership	Gross income	% chg	Billings	% chg
McCann-Erickson, Kingston	MJ	922	5.8	6,150	5.8
Lindo, Foote, Cone & Belding, Kingston	MN	528	35.9	3,523	35.9

Gross income and billings figures are U.S. dollars in thousands.

Compiled by Ilse Cermak.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Paisley Kelly/Bozell, Kingston	MN	491	NA	3,273	NA
CGR Communications, Kingston	NE	450	(55.5)	3,000	(55.5)

■ **Notes:** CGR Communications non equity affiliation with Saatchi & Saatchi Advertising. Paisley Kelly/Bozell 25% owned by Bozell, Jacobs, Kenyon & Eckhardt. Gross income is AA estimate.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Japan					***Exchange rates: 0.007690/0.006699 Yen***
Dentsu Inc., Tokyo	NA	1,229,446	39.4	9,449,857	39.8
Hakuhodo Inc., Tokyo	NA	522,193	36.2	3,939,137	36.0
Dai-Ichi Kikaku, Tokyo	NA	141,867	29.6	977,669	16.9
Daiko Advertising, Osaka	NA	139,666	30.4	1,126,731	28.1
Tokyu Agency, Tokyo	NA	134,636	28.4	1,115,241	34.9
Asatsu Inc., Tokyo	MN	104,992	43.1	755,312	38.3
I&S Corp. , Tokyo	NA	96,745	47.0	691,039	27.5
Yomiko Advertising, Tokyo	NA	89,970	39.1	660,332	38.4
McCann-Erickson Japan, Tokyo	MJ	87,567	40.6	584,071	40.6
Asahi Advertising, Tokyo	NA	71,100	30.7	441,870	29.7
Nihon Keizaisha Advertising, Tokyo	NA	47,071	36.5	283,038	37.8
Chuo Senko Advertising, Tokyo	NA	47,024	25.7	345,789	28.5
Orikomi Advertising, Tokyo	NA	40,831	34.3	419,856	34.7
Man-Nen-Sha Inc., Osaka	NA	36,366	25.5	492,876	19.3
Kyodo Advertising, Tokyo	NA	35,374	23.7	269,150	18.2
HDM KK Japan, Tokyo	MJ	33,209	28.6	251,030	29.4
J. Walter Thompson Co., Tokyo	MJ	33,134	13.0	221,005	13.0
Meitsu Inc., Tokyo	NA	30,960	21.4	193,519	21.4
Nihon Keizai Advertising, Tokyo	NA	29,614	36.5	211,537	36.5
Tokyu Agency Intl., Tokyo	MN	29,542	31.0	232,300	30.9
Standard Advertising, Tokyo	NA	17,718	15.0	138,420	16.1
Osaka Yomiuri, Osaka	NA	15,755	22.9	121,194	22.9
Nambokusha Inc., Tokyo/Osaka	MJ	15,188	24.3	117,211	27.9
Leo Burnett-Kyodo Co., Tokvo	MJ	14,790	140.5	98,604	140.5
Grey-Daiko, Tokyo	JV	12,589	26.1	83,965	26.1
Hakuhodo:Lintas, Tokyo	JV	10,515	16.8	70,137	16.8
Toei Advertising, Tokyo	NA	6,321	33.3	51,623	31.0
Saatchi & Saatchi Advertising, Tokyo	MJ	5,348	15.0	35,651	15.0
Cove-Ito Advertising, Tokyo	NA	5,306	42.7	17,687	76.0
Medicus Intercon, Tokyo	MJ	5,302	22.4	23,446	28.1
Bates Japan Ltd. , Tokyo		4,634	25.2	44,058	38.3
Tokyo Senko Intl., Tokyo	NA	4,153	18.1	27,684	18.1
Ketchum/Japan, Tokyo	MJ	3,351	29.7	21,680	30.2
HDM DSH KK, Tokyo	MJ	2,781	65.0	15,651	56.7
Inter-Image, Tokyo	NE	2,473	55.1	20,401	45.0
Meitsu BJK&E, Tokyo	MN	1,849	22.5	12,320	22.5
DDB Needham Japan, Tokyo	MN	734	6.2	7,952	28.8
Daiko-FCB Impact, Tokyo	JV	726	14.0	4,839	14.0

■ **Notes:** Dentsu Inc.'s major Japanese subsidiaries are: Dentsu PROX, Dentsu Printing, AD Dentsu Tokyo, Dentsu Cotec, Dentsu PR Center, Dentsu Graphics Osaka, Dentsu Research, Dentsu EYE, Dentsu Wunderman Direct, HDM K.K., HDM DSH K.K. Chuo Senko Advertising offices in Thailand, Hong Kong, Singapore and Malaysia. Kyodo Advertising 1988 gross income and billings are AA estimates. Tokyu Agency financial year runs April through March. Dai-Ichi Kikaku holds 2.44% of Omnicom, New York and 33.3% of Kresser Craig/DIK, Los Angeles. Daiko-FCB Impact 50/50 joint venture. McCann-Erickson Japan includes Hakuhodo and Cato Design. Inter-Image non equity affiliation with Bozell, Jacobs, Kenyon & Eckhardt. Tokyu Agency International 24% owned by D'Arcy Masius Benton & Bowles. Nambokusha 51% owned by Toyota Motor Corp.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Kenya					***Exchange rates: 0.053200/0.078300 Shilling***
McCann-Erickson Kenya, Nairobi	MJ	958	(5.3)	6,388	(5.3)
Lebanon					***Exchange rates: 0.002530/0.000880 Lebanese Pound***
Intermarkets, Beirut	NE	26	NA	171	NA
H&C Leo Burnett, Beirut	NE	1	(28.5)	8	(28.5)
Enterprise Middle East, Athens/Beirut	MJ	1	(68.1)	6	(68.1)

■ **Notes:** Intermarkets non equity affiliation with Saatchi & Saatchi Advertising, is headquartered in London but does business in Lebanon, Saudi Arabia, Bahrain, Egypt, Kuwait, Dubai and Jordan. H&C Leo Burnett non equity affiliation with Leo Burnett Co. Enterprise Middle East, majority owned by Leo Burnett Co. and headquartered in Athens, does busines in the Middle East.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Malawi					***Exchange rates: 0.471000/0.190000 Kwacha***
Graphic:Lintas Malawi, Blantyre	MN	136	229.8	907	229.8
Malaysia					***Exchange rates: 0.383500/0.403300 Malaysian dollar***
AMC/Saatchi & Saatchi Advertising, Kuala Lumpur	MN	3,260	23.9	26,078	48.8
Ogilvy & Mather, Petaling Jaya	MN	3,226	(1.8)	21,515	(1.8)
Leo Burnett Co., Kuala Lumpur	MN	2,586	16.6	17,307	16.6
PTM Thompson, Kuala Lumpur	MN	2,237	(1.8)	14,923	(1.8)
McCann-Erickson Malaysia, Kuala Lumpur	MJ	2,082	13.6	13,886	13.6
Lintas:Malaysia, Kuala Lumpur	MJ	1,977	23.3	13,190	23.3
Ted Bates Malaysia, Kuala Lumpur	MN	1,920	58.1	13,045	107.7
HDM, Kuala Lumpur	MJ	1,649	70.4	11,122	72.4
AP:Foote, Cone & Belding, Kuala Lumpur	MN	1,411	23.1	9,411	23.1
Wings BBDO, Selangor	MJ	1,200	25.8	8,002	25.8
KHK Needham, Kuala Lumpur	MN	1,050	(23.5)	5,944	(50.9)
Bozell, Jacobs, Kenyon & Eckhardt, Selangor	MN	1,045	31.4	6,973	31.4
Ball WCRS Partnership, Kuala Lumpur	MJ	854	44.0	4,961	39.3
Grey Malaysia, Kuala Lumpur	MN	601	70.5	4,008	70.5
Chuo Senko Advertising, Kuala Lumpur	NA	365	63.0	2,100	61.0
Ramlan & Quay, Kuala Lumpur	NA	345	7.0	2,301	14.1
Francis Lim Zulkifli & Ayer, Kuala Lumpur	MN	281	(6.7)	1,723	(6.9)

■ **Notes:** McCann-Erickson Malaysia includes Mutiara. PTM Thompson 25% owned by J. Walter Thompson Co.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Mexico					***Exchange rates: 0.000430/0.000865 Peso***
Publicidad Ferrer, Mexico City	NA	5,820	6.9	38,803	6.9
DMB&B, Mexico City	MJ	5,231	9.1	34,881	8.6
McCann-Erickson, Mexico City	MJ	5,069	2.0	33,813	2.0
Garcia Patto Intl., Mexico City	NA	4,193	22.4	27,950	22.5
Scali, McCabe, Sloves de Mexico, Mexico City	MJ	3,752	31.7	25,013	31.7
J. Walter Thompson de Mexico, Mexico City	MJ	3,162	3.5	21,087	3.5
Bozell, Jacobs, Kenyon & Eckhardt, Mexico City	MN	3,107	104.2	21,713	81.0
Leo Burnett S.A., Mexico City	MJ	2,968	4.7	19,790	4.7
Panamericana Ogilvy & Mather, Mexico City	MJ	2,796	15.5	18,651	20.7
Arellano/Ted Bates Publicidad, Mexico City	MN	2,400	(20.5)	16,000	(20.5)
Young & Rubicam, Mexico City	MJ	1,863	(0.4)	12,426	100.4
Foote, Cone & Belding, Mexico City	MJ	1,553	4.0	10,358	4.0
Pauline Romero y Asociados, Mexico City	NA	1,209	5.3	8,395	10.5
DDB Needham, Mexico City	MJ	1,113	(4.4)	8,371	5.4
Dieste, Merino/BBDO, Mexico City	MN	898	(34.7)	6,815	(31.3)
Lintas:Mexico, Mexico City	MJ	860	(14.4)	5,735	(14.4)
Grey Mexico, Mexico City	MJ	839	(12.8)	5,593	(12.8)
Montenegro-Saatchi & Saatchi, Mexico City	MJ	745	5.1	4,967	148.1

■ **Notes:** Arellano/Ted Bates 49% owned by Backer Spielvogel Bates. Gross income for both years AA estimates. Montenegro/Saatchi & Saatchi Compton non equity affiliation with Saatchi & Saatchi Advertising. Bozell, Jacobs, Kenyon & Eckhardt 49% owned by BJK&E. Dieste, Merino/BBDO 42% owned by BBDO Worldwide.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Namibia					***Exchange rates: 0.443100/0.406700 Rand***
Lintas:Namibia, Windhoek	MJ	18	27.1	119	27.1
Netherlands					***Exchange rates: 0.511200/0.478600 Guilder***
FHV/BBDO Group, Amstelveen	MJ	32,604	25.6	217,362	25.6
PMSvW/Young & Rubicam, Amsterdam	MJ	25,333	28.2	168,954	28.2
Ogilvy & Mather (Nederland), Amsterdam	MJ	20,131	11.2	133,659	10.7
PPGH/JWT Group, Amsterdam	MJ	18,614	49.4	124,158	49.4
Lintas:Nederland, Amsterdam	MJ	15,873	8.9	105,876	8.9
Prad Alliance, Amsterdam/Eindhoven	MJ	14,179	12.3	94,572	12.3
ARA BV, Rotterdam	MJ	13,931	80.7	92,871	80.7
Saatchi & Saatchi Advertising, Amsterdam	MJ	11,159	12.6	72,705	12.6
DMB&B, Amsterdam	MJ	10,455	10.4	69,723	10.4
McCann-Erickson Nederland, Amsterdam	MJ	9,331	7.7	62,238	7.7
TBWA Groep, Amstelveen	MJ	8,537	62.2	57,254	63.0
Noordervliet & Winninghoff/Leo Burnett, Amsterdam	MJ	7,591	9.0	50,609	9.0
Goudsker Oerlemans/RSCG , Amstelveen	MJ	7,361	353.7	48,053	392.5
DDB Needham , Amsterdam	MJ	7,283	26.6	48,575	26.9
Grey , Amsterdam	MJ	6,786	26.3	45,264	26.3
Allick/Bates , Amsterdam	MJ	5,377	6.1	36,327	13.4
HDM VWA , Rotterdam	MJ	5,368	20.7	35,784	20.6
Publicis-FCB , Amsterdam	MJ	5,265	3.7	35,120	3.7
De Bussy , Diemen	NA	4,501	29.5	30,007	29.5
Data Gold , Moordrecht	NA	4,378	17.7	29,190	17.7
H.V.R. Alliance , The Hague	MJ	4,215	7.3	28,116	7.3
Baas & Van Haastrecht , Rotterdam	NA	3,895	18.2	25,969	18.2
Lenting & van Etten , Eindhoven	NA	3,757	38.6	25,049	38.8
Blend Marketing Communications , The Hague	NA	3,755	16.3	25,049	16.3
O&M Direct , Amsterdam	MJ	3,269	24.6	21,803	24.6
GGK , Amsterdam	MJ	3,104	(4.6)	20,704	(4.6)
Kuiper & Schouten , Amsterdam	NA	2,937	33.3	19,579	33.3
ARVH , Zaandam	NA	2,914	24.9	19,426	24.9
Hansnel , Nieuwegein	NA	2,722	1.9	18,148	1.9
Schulte & Partners , Lochem	NA	2,505	16.3	16,614	15.7
Mundocom , Amsterdam	MJ	2,403	NA	16,026	NA
Klein WCRS & Partners , Amsterdam	MJ	2,300	14.4	15,336	14.4
Ayer Nederland , Deventer	MJ	2,147	(8.3)	14,320	9.8
Bozell Advertising , Amstelveen	MN	2,129	NA	12,021	NA
HLPB , Amsterdam	NA	2,070	3.0	13,802	3.0
Continental , The Hague	NA	1,534	6.8	10,224	6.8
Advertising Art Center , Amsterdam	MJ	1,534	NA	10,275	NA
Dorland , Amsterdam	ND	1,420	NA	9,473	NA
Lowe Nederland , Amsterdam	MJ	1,276	(27.5)	8,507	(27.5)
Smits & Palm Advertising , Amsterdam	NA	1 025	(4.3)	9,778	1.5
Publi-Design , Rotterdam	MJ	947	NA	6,315	NA
O&M Promotions , Amsterdam	MJ	926	1.0	6,175	1.0
Conquest Europe , Amsterdam	MJ	269	NA	4,429	NA

■ **Notes:** ARA 71% owned by BBDO Worldwide. FHV/BBDO 51% owned by BBDO Worldwide. Bozeil Advertising 26% owned by BJK&E. PMSvW/Young & Rubicam includes Wunderman, Cato Johnson and Burson-Marsteller. Publi-Design, Mundocom, Advertising Art Centre part of Publicis-FCB Communications. Grey figures are combined with Push & Grey. Ogilvy & Mather Nederland offices in Amsterdam, Rotterdam, Drachten and Eindhoven. Figures for De Bussy, Data Gold, Baas & Van Haastrecht, Lenting & Van Etten, Kuiper & Schouten, Hansnel, ARVH, HLPB and Continental were supplied by "Adformatie", a Dutch marketing publication.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
New Zealand					***Exchange rates: 0.654800/0.576000 NZ dollar***
Saatchi & Saatchi Advertising, Auckland/Wellington	MJ	10,117	88.6	67,444	177.9
Colenso Communications, Auckland	MN	9,430	(0.4)	47,149	(0.4)
DDB Needham, Auckland	MJ	6,221	32.3	29,466	(6.1)
DMB&B, Auckland	MJ	4,968	15.3	27,643	19.9
Rialto Advertising, Auckland	MN	4,895	16.3	24,473	16.3
Ogilvy & Mather (NZ), Wellington	MJ	4,512	10.1	22,561	10.1
Ted Bates (New Zealand), Wellington	MJ	4,326	2.8	21,628	(5.6)
Hutcheson Knowles Marinkovich, Auckland	MN	4,000	160.1	20,000	160.1
Dobbs-Wiggins McCann-Erickson, Auckland	MJ	3,508	(10.0)	23,395	(10.1)
Lintas:New Zealand, Auckland	MJ	2,438	(1.3)	16,262	(1.3)
Young & Rubicam Auckland, Auckland	MJ	2,380	18.1	15,873	18.1
Leo Burnett-New Zealand, Auckland	MJ	2,095	1.4	10,477	(23.9)
Mattingly, Auckland	MJ	1,509	NA	5,914	NA
MacHarman Ayer, Auckland	MJ	1,379	15.9	9,193	15.9
Mojo New Zealand, Auckland	MJ	1,196	822.6	7,970	431.0
Andrew & Partington Alliance, Auckland	MN	956	64.1	4,782	64.1
Ball WCRS Partnership, Auckland	MJ	820	65.4	3,242	17.9
Mainstream/FCB, Auckland	MN	743	(15.5)	4,954	(15.5)
Ward & Grey , Auckland	MN	438	(28.8)	2,923	(28.8)

■ **Notes:** Saatchi & Saatchi Advertising includes data for MacKay King Advertising. Hutcheson Knowles Marinkovich, Rialto Advertising and Colenso Communications all 47% owned by BBDO Worldwide. Mainstream/FCB 24.5% owned by Foote, Cone & Belding.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Nigeria					***Exchange rates: Naira***
Insight Communications, Lagos	NE	3,274	89.5	16,370	89.5

■ **Notes:** Insight Communications non equity affiliation with Backer Spielvogel Bates.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Norway					***Exchange rates: 0.154000/0.144700 Kroner***
Ted Bates A/S, Oslo	MJ	26,373	1.9	87,634	2.2
Scaneco-Young & Rubicam , Oslo	MJ	11,433	17.7	76,266	17.7
Ogilvy & Mather, Oslo	MJ	6,625	19.4	44,676	0.6
DMB&B, Oslo	MJ	6,530	72.2	23,866	31.1
Nordskar & Thorkildsen, Oslo	NA	4,322	33.3	13,090	23.1
Jenssen & Borkenhagen, Oslo	NA	4,272	25.5	30,323	38.5
Reklamens Hus/McCann, Oslo	MJ	2,684	(2.4)	17,902	(2.4)
Jensen Grey, Oslo	MN	1,986	40.3	13,250	40.3
Art & Copy/FCB, Oslo	MJ	1,979	(6.9)	13,202	(6.9)
Schjaerven/J. Walter Thompson A/S, Oslo	NE	1,635	(4.2)	10,909	(4.2)
Lintas:Norway, Oslo	MJ	1,485	(73.9)	9,903	(73.9)
Bj. Kverneland, Oslo	NA	1,392	(4.0)	7,011	(13.6)
Collage Advertising, Oslo	NE	1,231	15.5	8,208	15.5
Form & Fakta, Oslo	NA	952	7.9	2,772	5.8
Saatchi & Saatchi Advertising, Oslo	MJ	924	751.4	6,163	2,739.5
Kobs & Draft Bates Direct, Oslo	MJ	910	NA	6,078	NA

■ **Notes:** Ted Bates figures include offices in Bergen, Stavanger and Trondheim, Bates Direct Marketing, Creative Service, Smafunnskontakt, BGL Reklamebyraa, Ted Bates Greenhouse and Ted Bates/Vestfold. Collage Advertising non equity affiliation with Bozell, Jacobs, Kenyon & Eckhardt. Gross income figures for both years AA estimates. Schjaerven/J. Walter Thompson non-equity affiliation with JWT.

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Pakistan					***Exchange rates: 0.056500/0.058500 Rupee***
R:Lintas, Karachi	NE	1,222	4.8	8,151	4.8
Prestige Communications, Karachi/Lahore	NA	479	21.3	3,192	21.3
G.H. Thaver, Karachi	NA	117	(24.0)	824	(25.8)

■ **Notes:** Prestige Communications 1988 gross income AA estimate. R:Lintas non equity affiliation.

Gross income and billings figures are U.S. dollars in thousands.
Compiled by Ilse Cermak

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Panama	***Exchange rates: 1.000000/1.000000 U.S. dollar***				
McCann-Erickson de Panama, Panama City	MJ	362	(62.9)	2,417	(62.8)
APCU Panama, Panama City	MN	175	(36.3)	1,174	(35.9)
■ **Notes:** Campagnani, Aleman Publicidad, affiliated with Leo Burnett Co., did not submit figures.					
Paraguay	***Exchange rates: 0.001460/0.001280 Guarani***				
JWT SA, Asuncion	MJ	132	63.8	882	63.8
McCann-Erickson Paraguay, Asuncion	MJ	47	92.0	317	92.0
Peru	***Exchange rates: 0.020300/0.066300 Inti***				
J. Walter Thompson Peruana, Lima	MJ	4,881	96.2	32,555	96.2
CNP & Grey, Lima	ND	3,966	375.9	26,451	375.9
McCann-Erickson Peru, Lima	MJ	2,756	68.5	18,382	68.5
MIG Publicidad, Lima	NE	405	NA	2,700	NA
Perdomo/Ted Bates Publicidad, Lima	NE	152	(23.5)	1,015	(23.5)
Publicistas Asociados, Lima	NE	0	(100.0)	0	(100.0)
■ **Notes:** MIG Publicidad minority owned by Saatchi & Saatchi Advertising. Publicistas Asociados non equity affiliation with BBDO Worldwide and Perdomo/Ted Bates Publicidad non equity affiliation.					
Philippines	***Exchange rates: 0.047700/0.049100 Peso***				
McCann-Erickson, Manila	MJ	3,112	28.0	20,759	28.0
Ace/Saatchi & Saatchi, Manila	MJ	2,103	21.8	14,027	21.8
PAC/BBDO Worldwide, Manila	MN	1,614	7.8	10,761	7.9
Foote, Cone & Belding, Manila	MN	1,580	7.3	10,541	7.3
Hemisphere-Leo Burnett, Manila	MJ	1,468	23.6	9,788	23.6
HDM-Alcantara, Manila	MN	1,378	16.0	9,707	14.3
Lintas:Manila, Manila	MN	1,293	13.5	8,621	13.5
Olbes, Ogilvy & Mather, Manila	MN	1,117	89.1	7,452	89.1
[illegible] & Grey, Manila	MN	609	80.1	4,060	80.1
Admakers, Quezon City	NA	456	21.4	3,038	39.0
AdPlanners/Bozell, Manila	NE	169	(13.1)	1,127	(13.1)
■ **Notes:** AdPlanners/Bozell non equity affiliation. Gross income figures for both years AA estimates. Foote, Cone & Belding 40% owned by FCB. Lintas:Manila 30% owned by Lintas. J. Walter Thompson Co. did not submit figures.					
Portugal	***Exchange rates: 0.007030/0.006980 Escudo***				
McCann-Erickson/Hora, Lisbon	MJ	7,109	61.0	47,416	61.0
J. Walter Thompson Publicidade, Lisbon	MJ	4,514	68.1	30,109	68.2
Lintas:Portugal, Lisbon	MJ	4,093	13.4	27,300	13.5
FCB Publicidade, Lisbon	MJ	3,848	77.6	25,667	77.6
Sistema, Lisbon	MN	3,796	54.5	25,308	106.0
Ciesa-NCK, Lisbon	MJ	3,359	13.7	22,404	13.7
Team-Young & Rubicam, Lisbon	MN	3,224	NA	21,504	NA
Ogilvy & Mather Portugal, Lisbon	MJ	2,599	66.1	17,338	66.1
[illegible], Lisbon	MJ	2,306	70.3	8,886	89.9
Publicis Lisboa, Lisbon	MJ	1,968	84.1	13,129	84.2
[illegible] & Guerreiro, Lisbon	MJ	1,887	64.6	12,955	58.2
HDM Portugal, Lisbon	MJ	1,413	15.0	9,462	15.1
[illegible]/BBDO, Lisbon	MN	1,337	59.4	10,526	75.1
Latina, Lisbon	NA	1,040	67.6	4,365	51.1
[illegible] Alliance, Lisbon	MJ	814	166.1	5,4.6	166.1
Sensus-Bozell Portugal, Porto/Lishon	MN	684	301.4	5,276	284.6
Comunicar, Lisbon	MJ	612	108.6	25,667	77.6
Park Publicidade, Lisbon	MN	607	167.2	4,046	167.2
■ **Notes:** Sistema minority owned by Saatchi & Saatchi Advertising. Park Publicidade, Ciesa-NCK, FCB Publicidade, Comunicar and Publicis Lisboa are part of Publicis-FCB Communications.					
Puerto Rico	***Exchange rates: 1.000000/1.000000 U.S. dollar***				
Badillo/Saatchi & Saatchi, San Juan	MJ	11,500	7.0	76,700	7.0
Marti, Flores, Prieto & Wachtel, San Juan	MN	7,631	26.4	50,900	30.5
Young & Rubicam Puerto Rico, San Juan	MJ	7,051	34.1	47,030	34.1
West Indies & Grey, San Juan	ND	4,422	10.5	29,492	10.5
FCB, Isla Verde	MJ	3,681	42.9	24,552	42.9
McCann-Erickson, San Juan	MJ	2,967	18.7	19,790	18.7
BBDO Puerto Rico, Hato Rey	MJ	2,860	19.3	17,400	8.1
Leo Burnett Inc., San Juan	MJ	2,614	4.9	17,428	4.9
De La Cruz & Goachet, Hato Rey	MN	1,906	16.9	12,715	16.9
CPV/BJK&E, Santurce	MJ	566	49.5	3,772	49.5
■ **Notes:** Young & Rubicam includes Burson-Marsteller. De la Cruz & Goachet 20% owned by J. Walter Thompson Co. Marti, Flores, Prieto & Wachtel 22.5% owned by JWT.					
Saudi Arabia	***Exchange rates: 0.266700/0.266700 Riyal***				
Targets Advertising, Jeddah	NE	1,294	40.3	8,620	40.2
DMB&B, Jeddah	MJ	78	256.1	575	294.0
■ **Notes:** Targets Advertising non equity affiliation with Leo Burnett Co.					

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
Singapore	***Exchange rates: 0.493600/0.469600 Singapore dollar***				
McCann-Erickson, Singapore	MJ	3,682	53.4	24,561	53.4
Leo Burnett Ltd., Singapore	MJ	2,384	13.0	15,894	13.0
Batey Ads, Singapore	NA	2,221	21.3	14,808	21.3
Saatchi & Saatchi Advertising, Singapore	MJ	2,063	65.8	13,472	73.9
J. Walter Thompson Singapore, Singapore	MJ	2,022	27.2	13,487	27.2
HDM Advertising, Singapore	ND	1,950	15.4	10,930	25.4
Bozell, Jacobs, Kenyon & Eckhardt, Singapore	MJ	1,536	25.8	10,242	25.8
Lintas:Singapore, Singapore	MJ	1,451	2.7	9,676	2.7
BBDO Advertising, Singapore	MJ	1,314	82.1	8,763	82.1
Ted Bates/Singapore, Singapore	MJ	1,264	25.5	7,898	30.1
Grey, Singapore	MN	1,247	7.6	8,318	7.6
Mojo Singapore, Singapore	MJ	1,217	60.4	8,114	60.4
Ball WCRS Partnership, Singapore	MJ	913	13.1	6,071	12.4
Spenser & Friends Advertising, Singapore	NE	814	57.7	5,430	54.2
Ketchum/Singapore, Singapore	MJ	755	140.7	4,466	175.5
DMB&B, Singapore	MJ	706	109.1	4,931	113.9
DDB Needham, Singapore	MN	435	80.7	2,090	78.0
Tropical Alliance, Singapore	MJ	370	1.1	2,468	1.1
Tom Tan Associates, Singapore	NA	351	15.6	2,491	15.6
Chuo Senko Advertising, Singapore	MJ	241	99.2	1,464	48.3
■ **Notes:** DDB Needham 25% owned by DDB Needham Worldwide. Spenser & Friends non equity affiliation with N W Ayer. Batey Ads includes offices in Hong Kong, Malaysia and Batey & Chan, Los Angeles, 82% owned by Batey. Ogilvy & Mather did not submit figures.					
South Africa	***Exchange rates: 0.455100/0.481400 Rand***				
Grey Holdings, Johannesburg	MN	12,155	28.6	81,071	28.6
Lindsay Smithers-FCB, Johannesburg	MN	11,318	2.7	75,490	2.7
Young & Rubicam South Africa, Cape Town	MJ	10,159	14.2	67,751	14.2
McCann-Erickson DeVilliers, Johannesburg	MJ	7,807	29.1	52,073	29.2
Klerck & White, Johannesburg	NE	7,042	6.1	42,680	5.4
Lintas:South Africa, Johannesburg	MJ	5,268	19.2	35,140	19.2
J. Walter Thompson Co., Johannesburg	MN	4,755	14.5	31,719	14.5
Bernstein Loxton Golding & Klein, Johannesburg	NA	2,086	32.6	12,617	40.3
Partnership in Advertising, Johannesburg	MN	1,807	(3.6)	12,054	(3.6)
Headlines Advertising, Johannesburg	NA	608	97.3	3,686	97.3
Ogilvy & Mather Rightford, Cape Town	MN	40	53.6	242	53.6
■ **Notes:** Klerck & White non equity affiliation with Saatchi & Saatchi Advertising. Lindsay Smithers-FCB and Partnership Advertising, both 24% owned by Foote, Cone & Belding. J. Walter Thompson Co. 28.2% owned by JWT. Grey Holdings includes Grey Phillips, Bunton Mundel & Blake, Grey Perspectives and Bridge International. Ogilvy & Mather Rightford, 40% owned by O&M, includes Meridian, O&M Direct and Liaison PR.					
South Korea	***Exchange rates: 0.001340/0.001200***				
Korea First Advertising, Seoul	NA	44,749	90.7	194,048	49.3
Oricom Co., Seoul	NA	32,490	72.4	136,977	49.7
Korad, Seoul	JV	14,373	61.4	62,710	44.4
LG Ad, Seoul	NE	12,288	72.1	126,885	48.5
Diamond Advertising, Seoul	MN	9,460	108.6	51,778	63.7
Nara Corp., Seoul	NE	5,467	90.4	36,466	90.4
Seoul Advertising, Seoul	NA	4,556	65.1	38,726	86.5
Daehong Advertising, Seoul	NE	1,836	(77.9)	20,113	(78.0)
Eastern Ad Co., Seoul	NE	1,009	39.7	6,727	39.7
■ **Notes:** Korea First Advertising non equity affiliation with Hakuhodo Inc., Tokyo. Also, Korea First signed affiliation agreement with BJK&E in March '89 and terminated its affiliation with Backer Spielvogel Bates. Korad joint venture with Ogilvy & Mather. Eastern Ad Co. non equity affiliation with N W Ayer. Nara Corp. non equity affiliation with J. Walter Thompson Co. Daehong non equity affiliation with Saatchi & Saatchi Advertising. 1988 figures for gross income and billings are for part of the year. Saatchi also has non equity agreement with Oricom. Diamond Ad 10% owned by Backer Spielvogel Bates. LG Ad non equity affiliation with BBDO Worldwide.					
Spain	***Exchange rates: 0.008570/0.007855 Peseta***				
Grupo BSB, Madrid	MJ	29,481	29.8	206,563	36.0
McCann-Erickson Group, Madrid	MJ	23,068	34.4	153,861	34.4
J. Walter Thompson Co., Madrid	MJ	21,623	27.9	144,225	27.9
TAPSA/N W AYER, Madrid	MJ	17,557	47.2	117,109	36.4
Tandem/DDB Needham, Madrid	MJ	16,417	16.1	109,447	48.2
BBDO Espana, Barcelona	MJ	15,783	24.7	118,842	17.6
HDM Spain, Madrid/Barcelona	MJ	13,609	44.0	90,773	44.0
RCP/Saatchi & Saatchi, Barcelona	MJ	12,315	47.3	81,244	50.5
Young & Rubicam Espana, Madrid	MJ	12,044	85.6	80,332	85.6
Danis-Benton & Bowles, Barcelona/Madrid	MJ	11,719	23.8	83,508	32.6
Contrapunto, Madrid	MN	10,284	34.3	68,560	34.3
Arge, Madrid	MJ	6,813	(0.9)	45,444	(0.9)
Grey Espana, Madrid/Barcelona	MJ	6,470	43.2	43,157	43.2
MMLB, Barcelona	NA	6,211	29.6	44,571	29.0

Agency, city	Owner-ship	Gross income	% chg	Billings	% chg
BCK Alliance, Barcelona	MJ	5,168	29.0	34,451	29.0
FCB/Spain, Madrid	MJ	4,859	12.5	32,412	12.5
Leit Motiv/RSCG, Madrid	MJ	4,602	228.2	34,280	231.8
Leo Burnett S.A., Madrid	MJ	4,558	13.1	30,387	13.1
TBWA, Madrid/Barcelona	MJ	3,874	166.6	25,830	163.1
Ogilvy & Mather Direct, Madrid/Barcelona	MJ	3,771	60.5	25,151	60.6
Lowe Dos Por Dos, Barcelona	MJ	2,957	NA	19,711	NA
MMLB/Opcion, Madrid	NA	2,400	42.7	14,569	28.8
Slogan S.A., Barcelona	NA	2,345	19.0	15,426	19.0
GGK, Madrid/Barcelona	MJ	2,247	75.3	15,007	73.1
BDDP/Solucion Diagonal, Madrid	MN	2,132	NA	14,176	NA
Bozell Espana, Madrid	MJ	1,900	405.7	10,000	408.6
Publicis, Madrid	MJ	1,412	19.4	11,840	24.5
Rilova, Zamorano, Rodriguez, Madrid	MJ	1,344	NA	8,886	NA
Conquest Europe, Madrid	MJ	905	NA	6,823	NA
Moline & Publicis, Barcelona	MJ	769	22.4	6,208	32.1
Kobs & Draft, Madrid	MJ	590	NA	3,930	NA
Lintas:Spain, Madrid	MJ	19	50.6	129	50.6
■ **Notes:** Bozell Espana gross income for both years AA estimates. Grupo BSB consist of Ted Bates Espana, Delvico/Bates in Madrid/Barcelona and Grupo Alas with 17 regional offices. Contrapunto 27% owned by BBDO Worldwide. Young & Rubicam Espana includes Wunderman, Cato-Johnson and Burson-Marsteller. Arge and Moline & Publicis part of Publicis-FCB Communications. McCann-Erickson Group includes Clarin Publicidad. Slogan Publicidad gross income figures for both years are AA estimates. Rilova, Zamorano, Rodriguez 80% owned by Scali, McCabe, Sloves.					
Sri Lanka	***Exchange rates: 0.039240/0.035000 Rupee***				
Grant, BJK&E (Lanka), Colombo	MN	1,020	26.7	3,335	19.1
Thompson Lanka, Colombo	MN	441	2.6	2,940	2.6
Minds Lanka, Colombo	MN	90	12.1	392	12.1
■ **Notes:** Minds Lanka and Grant, Bozell, Jacobs, Kenyon & Eckhardt 40% owned by BJK&E. Thompson Lanka 24.5 owned by J. Walter Thompson Co.					
Sweden	***Exchange rates: 0.163000/0.154000 Kroner***				
Ted Bates AB, Stockholm	MJ	15,257	34.8	95,177	16.3
Swedish Communications, Stockholm	MJ	12,567	14.0	83,824	14.0
Young & Rubicam, Stockholm	MJ	8,391	23.2	55,970	23.2
McCann-Erickson Sweden, Stockholm	MJ	7,141	24.0	47,631	24.0
Intermarco-Farner, Stockholm	MJ	6,731	22.6	44,899	22.6
HLR/BBDO Reklambyra, Stockholm	MJ	4,715	26.3	31,449	26.5
Saatchi & Saatchi Laurent, Stockholm	MJ	4,401	NA	22,005	NA
Blomquist, Stockholm	NA	3,517	6.8	25,425	14.2
Ogilvy & Mather, Stockholm	MJ	3,431	58.9	22,882	58.9
DMB&B, Stockholm	MJ	3,096	16.6	30,993	9.8
Ehrenstrahle International, Stockholm	MJ	2,849	44.1	19,000	44.0
Stromgren Alliance, Stockholm	MJ	2,608	61.0	17,395	61.0
Welinder AB, Stockholm	NA	2,527	9.4	19,071	12.6
HDM MK, Stockholm	MJ	2,429	12.5	16,199	12.5
FCB Annonsbyra, Stockholm	MJ	2,283	19.5	15,226	19.5
J. Walter Thompson Co., Stockholm	MJ	1,956	(0.0)	13,048	(0.0)
RSCG Hawl, Stockholm	MJ	1,353	22.0	8,998	24.9
Falk & Pihl/DDB Needham, Stockholm	MJ	1,142	(45.7)	4,075	(72.1)
Affarsinformation, Stockholm	NE	1,141	NA	2,934	NA
Reklambyran Thor & Co., Stockholm	NA	701	42.2	4,629	42.5
Blanking, Stockholm	NE	582	(83.3)	4,130	(83.3)
Svensk Reklamtjaenst, Stockholm	NE	205	97.6	1,369	97.6
■ **Notes:** Blanking figures only cover 6 months of 1988. Svensk Reklamjaenst non equity affiliation with Bozell, Jacobs, Kenyon & Eckhardt. Gross income figures for both years AA estimates. Ehrenstrahle International 55% owned by BBDO Worldwide. Young & Rubicam includes Wunderman, Cato-Johnson and Burson-Marsteller. McCann-Erickson Sweden includes figures for Werne Stockholm and Malmoe. Intermarco-Farner part of Publicis-FCB Communications. AffarsInformation non equity affiliation with N W Ayer. Swedish Communications, a Grey agency with offices in Goteborg, Halmstad and Malmoe, includes Grey Stockholm, Observera, Claesson & Co.					
Switzerland	***Exchange rates: 0.692100/0.648600 Franc***				
GGK, Basel/Zurich	MJ	14,339	59.3	96,063	60.1
Aebi, Suter, Gisler, Studer/BBDO, Zurich	MN	11,777	(1.0)	91,898	15.9
Adolf Wirz, Zurich	MJ	10,242	17.6	68,316	17.6
McCann-Erickson Switzerland, Geneva/Zurich	MJ	9,215	25.8	61,465	25.8
HDM Switzerland, Zurich	MJ	8,541	21.9	56,939	21.9
Advico-Young & Rubicam, Zurich	MJ	7,196	0.2	47,999	0.2
Farner-Publicis, Zurich	MJ	7,073	17.9	47,201	17.9
Lintas:Switzerland, Zurich	MJ	6,829	23.7	45,548	23.7
Leo Burnett Group, Zurich/Lausanne	MJ	5,377	8.4	35,846	8.4
Grey, Geneva	MN	5,121	214.3	34,158	214.3
Impuls, Zurich	NE	5,052	NA	34,051	NA
Ogilvy & Mather, Zurich	MJ	4,772	5.2	31,837	22.7

Gross income and billings figures are U.S. dollars in thousands.
Compiled by Ilse Cermak.

Agency, city	Ownership	Gross income	% chg	Billings	% chg
DDB Needham, Zurich	MJ	3,866	(16.4)	25,786	(22.0)
TBWA, Zurich	MJ	3,218	24.0	21,455	23.7
Bozell, Jacobs, Kenyon & Eckhardt, Geneva	NE	2,892	30.7	18,317	24.9
Saatchi & Saatchi International, Geneva	MJ	2,838	34.2	18,927	34.3
J. Walter Thompson Co., Zurich	MJ	2,479	(27.2)	16,023	(29.4)
BEP, Lausanne	MJ	2,305	14.3	15,365	17.3
Cash RSCG, Zurich	MJ	1,938	2.2	13,150	(7.6)
DMB&B, Zurich	MJ	1,412	29.8	11,108	53.1
Peter Berger, Zurich	NA	914	45.9	6,090	45.8
Conquest Europe, Zurich	MJ	258	NA	1,722	NA
Rogivue Consulting, Seelisberg	NA	171	33.1	1,114	31.6

■ **Notes:** Leo Burnett Group consists of Marsden Hartmann & Leo Burnett and Win Werbeagentur. Impuls non equity affiliation with Saatchi & Saatchi Advertising. Bozell, Jacobs, Kenyon & Eckhardt non equity affiliation with BJK&E. Aebi, Suter, Gisler, Studer/BBDO 34% owned by BBDO. Advico-Young & Rubicam includes Wunderman, Cato-Johnson and Burson-Marsteller. McCann-Erickson Switzerland includes figures for Unimedia. BEP and Farner-Publicis part of Publicis-FCB Communications.

Taiwan

Exchange rates: 0.034800/0.030400 Taiwan dollar

Agency, city	Ownership	Gross income	% chg	Billings	% chg
United Advertising Co., Taipei	NA	6,840	20.6	43,848	29.5
McCann-Erickson Taiwan, Taipei	MJ	4,265	66.9	28,448	66.9
Ogilvy & Mather (Taiwan), Taipei	MJ	3,734	24.8	24,905	26.9
Hwa Wei & Grey, Taipei	MN	2,999	46.7	20,000	46.7
China Commercial Advertising, Taipei	NE	2,678	39.8	19,836	45.0
Saatchi & Saatchi Gaynor, Taipei	MJ	2,419	23.2	10,712	(18.2)
Leo Burnett Co., Taipei	MJ	2,255	64.7	15,034	64.7
Lintas:Taiwan, Taipei	MJ	1,900	68.2	12,674	68.2
Stentor/BBDO, Taipei	MN	1,714	27.3	14,000	27.3
Ball WCRS Partnership , Taipei	MJ	1,624	80.5	12,354	45.1
DDB Needham, Taipei	MJ	981	48.4	5,958	47.4
J. Walter Thompson Taiwan, Taipei	MJ	663	NA	4,419	NA
BSB Taiwan, Taipei	ND	121	NA	2,053	NA

■ **Notes:** Stentor/BBDO 20% owned by BBDO Worldwide. China Commercial Advertising non equity affiliation with Bozell, Jacobs, Kenyon & Eckhardt.

Thailand

Exchange rates: 0.041740/0.042800 Baht

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Lintas:Thailand , Bangkok	MJ	6,715	11.3	44,787	11.3
Ogilvy & Mather, Bangkok	MJ	4,008	16.4	27,588	38.1
Far East Advertising Co., Bangkok	MN	3,097	46.8	20,655	46.8
Spa Advertising, Bangkok	NA	2,504	42.7	12,605	13.3
Prakit & FCB, Bangkok	MN	2,254	40.4	15,026	40.4
McCann-Erickson Thailand, Bangkok	MJ	1,839	(5.8)	12,265	(5.8)
J. Walter Thompson Co., Bangkok	MJ	1,738	21.7	9,856	21.7
HDM, Bangkok	MJ	1,463	62.3	9,767	62.5
Synergie Communications, Bangkok	NE	1,268	16.9	5,207	30.2
DMB&B, Bangkok	MN	1,069	212.1	6,678	192.6
Leo Burnett Ltd., Bangkok	MJ	1,020	NA	6,798	NA
Amex & Grey, Bangkok	MN	857	(9.3)	5,719	(9.3)
Ball WCRS Partnership, Bangkok	MJ	463	(24.3)	3,089	(24.4)
Saatchi & Saatchi Advertising, Bangkok	MJ	417	59.9	2,922	79.6
Ogilvy & Mather Direct, Bangkok	MJ	416	47.1	2,776	47.1

■ **Notes:** Far East Advertising 20% owned by DDB Needham Worldwide. D'Arcy Masius Benton & Bowles 30% owned by DMB&B. Synergie Communications non equity affiliation with Bozell, Jacobs, Kenyon & Eckhardt. Leo Burnett formerly named Diethelm Advertising.

Trinidad

Exchange rates: 0.258700/0.250000 Trinidad dollar

Agency, city	Ownership	Gross income	% chg	Billings	% chg
McCann-Erickson Trinidad, Port of Spain	MJ	2,102	9.1	14,019	9.1
Lonsdale/Saatchi & Saatchi, Port of Spain	MN	753	NA	5,002	NA
Hernandez/FCB, Port of Spain	MN	492	42.6	3,284	42.6

Turkey

Exchange rates: 0.000800/0.001234 Lira

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Guzel Sanatlar Reklamcilik, Istanbul	NE	4,633	12.0	30,890	12.0
Manajans/Thompson, Istanbul	MN	3,749	19.5	19,420	24.8
Pars/McCann-Erickson, Istanbul	MJ	2,562	5.3	17,323	6.7
Cenajans Reklamcilik, Istanbul	NE	2,560	18.0	27,140	53.9
Ajans Ada, Istanbul	NA	2,528	7.8	17,093	20.2
Moran Ogilvy & Mather, Istanbul	MN	2,321	7.6	14,444	11.7
Merkez Ajans, Istanbul	NA	1,775	84.4	8,927	75.0
Grafika:Lintas, Istanbul	MN	1,496	(8.8)	9,978	(8.8)
Faimar Advertising, Istanbul	NA	1,008	42.1	4,421	43.3
Reklamevi Reklamcilik, Istanbul	NE	829	10.5	5,716	10.6
Yaratim/FCB, Istanbul	MN	724	2.4	4,832	2.0
Markom/Leo Burnett, Istanbul	MN	708	16.1	4,720	15.9
Ekol Advertising, Istanbul	NA	670	19.4	4,464	19.4

Gross income and billings figures are U.S. dollars in thousands.
Compiled by Ilse Cermak.

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Rota Advertising, Istanbul	NE	634	(20.0)	5,684	11.4
Ultra, Istanbul	NA	511	44.3	2,560	48.2
Repro Reklam Ajans, Istanbul	NA	420	(9.5)	3,584	6.6
Admar Reklam ve Pazarlama, Istanbul	NE	360	(15.7)	2,720	(31.1)
Parajans, Istanbul	NA	357	62.3	1,775	8.7
Birikim Reklamcilik, Istanbul	NA	280	(13.4)	1,869	(13.3)
E/K Ajans, Istanbul	NA	216	NA	1,442	NA
Ilancilik Reklam, Istanbul	NA	191	110.4	5,419	21.9
A&D International Advertising, Istanbul	NA	185	(3.5)	2,897	26.2

■ **Notes:** Guzel Sanatlar non equity affiliation with Saatchi & Saatchi Advertising. Reklamevi Reklamcilik non equity affiliation with TBWA. Cenajans non equity affiliation with Grey. Birikim gross income figures for both years AA estimates. Admar Reklam non equity affiliation with DDB Needham Worldwide. Rota Advertising non equity affiliation with Backer Spielvogel Bates.

Uruguay

Exchange rates: 0.003300/0.005000 Peso

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Corporacion/Thompson, Montevideo	NE	950	(8.5)	6,339	15.3
Impetu, Montevideo	NE	475	(34.0)	1,980	(34.0)
McCann-Erickson, Montevideo	MJ	360	14.8	2,399	14.8
Grey Uruguay, Montevideo	MN	317	8.3	2,113	8.3

■ **Notes:** Impetu non equity affiliation with BBDO Worldwide. Corporacion/Thompson non equity affiliation with JWT.

Venezuela

Exchange rates: 0.031300/0.038900 Bolivar

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Corpa, Caracas	MN	5,758	20.8	38,409	20.8
J. Walter Thompson de Venezuela, Caracas	MJ	3,677	(1.7)	24,515	(1.7)
Leo Burnett-Venezuela, Caracas	MJ	2,833	30.2	18,890	30.2
JMC/Y&R Group, Caracas	MJ	2,506	25.1	16,707	25.1
ABC-McCann Publicidad , Caracas	MJ	2,376	11.4	15,845	11.4
FCB/Siboney/Blanco Uribe, Caracas	MJ	1,776	14.8	11,848	14.8
Fischer-Grey, Caracas	ND	1,547	222.3	10,318	222.3
AW/Saatchi & Saatchi Advertising, Caracas	MJ	1,365	50.2	9,099	50.2
Ghersy/Quintero & Ted Bates, Caracas	NE	961	9.8	6,417	10.0
Vapro Publicidad, Caracas	NE	563	20.7	3,756	20.7

■ **Notes:** Ghersy/Quintero & Ted Bates non equity affiliation with BSB. Vapro Publicidad non equity affiliation with Bozell, Jacobs, Kenyon & Eckhardt. Corpa 19.9% owned by Ogilvy & Mather. JMC/Young & Rubicam 19.9% owned by Y&R.

West Germany

Exchange rates: 0.572200/0.539700 Deutschmark

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Lintas:Germany, Hamburg	MJ	52,116	18.3	347,614	18.3
Team/BBDO Group, Duesseldorf	MJ	48,060	6.6	320,552	6.6
McCann-Erickson Germany, Frankfurt	MJ	44,682	16.9	298,030	16.9
Young & Rubicam, Frankfurt	MJ	44,070	54.5	294,014	54.5
Ogilvy & Mather Germany, Frankfurt	MJ	41,885	12.0	279,348	12.0
Grey, Duesseldorf	MJ	34,561	20.6	230,521	20.6
DMB&B, Frankfurt	MJ	32,968	37.8	290,038	62.0
Ted Bates Holding, Frankfurt	MJ	31,606	11.0	210,746	11.0
Saatchi & Saatchi Advertising, Frankfurt	MJ	28,927	44.5	195,886	46.5
Eggert Werbeagentur, Duesseldorf	MJ	25,752	32.3	171,774	32.3
J. Walter Thompson Co., Frankfurt	MJ	24,749	(1.4)	165,076	(1.4)
DDB Needham, Duesseldorf	MJ	22,821	14.7	163,080	24.9
Michael Conrad & Leo Burnett, Frankfurt	MJ	20,738	16.7	138,264	16.7
Scholz & Friends, Hamburg	MJ	19,741	20.7	131,672	20.7
Wilkens Ayer, Hamburg	MN	19,267	8.8	138,776	9.6
Lowe Luerzer, Frankfurt	MJ	16,031	11.6	106,876	11.6
TBWA, Frankfurt	MJ	15,612	25.8	104,135	25.8
Publicis Germany, Duesseldorf	MJ	13,821	8.3	92,181	8.3
Baums, Mang und Zimmermann, Duesseldorf	MN	13,229	19.6	88,233	19.8
Heye & Partner, Munich	MN	13,046	14.0	87,018	14.0
HDM Duesseldorf, Duesseldorf	MJ	12,703	15.9	84,686	15.4
Springer & Jacoby, Hamburg	NA	11,902	45.1	79,364	45.2
Service Plan , Munich	NA	10,986	13.1	73,278	13.1
Guenter Blaese, Stuttgart	NA	10,815	13.2	72,154	13.2
Hildmann Simon Rempen Schmitz, Duesseldorf	MJ	10,144	39.6	67,699	39.2
von Mannstein Gruppe, Solingen	NA	9,785	9.2	65,288	9.2
Spiess & Ermisch, Duesseldorf	NA	9,499	24.8	63,360	24.9
GGK Communications, Duesseldorf/Frankfurt	MJ	9,270	(32.1)	62,030	(32.0)
Economia, Hamburg	NA	9,270	15.3	61,855	15.3
Bessere Werbung, Duesseldorf	NA	8,984	8.8	59,967	8.8
Borsch, Stengel & Partner, Frankfurt	NA	8,926	37.8	59,566	38.0
MWI Markenwerbung, Hamburg	MJ	7,951	22.2	53,036	22.2
RSCG, Butter, Rang, Duesseldorf	MJ	7,610	8.3	54,588	18.5
Lueders, Cologne	NA	7,324	(3.8)	48,866	(3.7)
Wensauer & Partner, Ludwigsburg	NA	6,123	13.4	40,855	13.5
Ernst & Partner, Duesseldorf	NA	5,951	(13.2)	39,711	(13.1)

Agency, city	Ownership	Gross income	% chg	Billings	% chg
FCB Frankfurt, Frankfurt	MJ	4,793	(14.8)	31,971	(14.8)
G&H Alliance, Frankfurt	MJ	3,347	39.4	22,327	39.4
Wolff & Partner, Stuttgart	MJ	2,751	NA	18,417	NA
Schmittgall Werbeagentur, Stuttgart	NA	1,831	NA	12,588	NA
Bozell Werbeagentur, Duesseldorf	MJ	1,768	26.0	11,787	26.2
Wirz & Hafner , Frankfurt	MJ	1,528	34.8	10,190	34.8
FCB Hagenlucke Direct Marketing, Hamburg	MJ	917	NA	6,114	NA
Conquest Europe, Frankfurt	MJ	540	NA	3,601	NA

■ **Notes:** Ted Bates Holding includes Cerca Werbeagentur and Scholz & Friends. Figures for the latter are listed separately. Wolff & Partner, part of Kobs & Draft, is the German direct marketing arm of Backer Spielvogel Bates. Young & Rubicam includes Wunderman, Cato-Johnson, Sudler & Hennessey and Burson-Marsteller. Team/BBDO Group figures cover Team/BBDO Duesseldorf, Hamburg, Berlin and Kronberg; Eiler & Riemel (45% equity); Imparc and Selection. Grey includes Consell and KM Wolff & Partner. McCann-Erickson Germany covers Universal Kommunikation, McCann-Erickson Intensiv, Art Work, Scope, Promotion and Healthcare. Eggert Werbeagentur majority owned by HDM. Ogilvy & Mather Group includes Schellenberg O&M, O&M Direkt, Dataconsult, O&M Medical and O&M Partner. Heye & Partner, Service Plan, Guenter Blaese, von Mannstein Gruppe, Spiess & Ermisch, Economia, Bessere Werbung, Borsch, Stengel & Partner, Lueders, Wensauer & Partner and Ernst & Partner 1988 figures are AA estimates.

Zambia

Exchange rates: 0.140000/0.060000 Kwacha

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Young & Rubicam (Zambia), Lusaka	MJ	518	201.9	3,455	194.8

Zimbabwe

Exchange rates: 0.549500/0.350000 Zimbabwe dollar

Agency, city	Ownership	Gross income	% chg	Billings	% chg
Barker McCormac, Harare	NE	1,698	5.3	7,605	3.5
Michael Hogg/Young & Rubicam, Harare	MN	1,292	102.4	8,619	102.4
Lintas:Zimbabwe, Harare	MJ	639	72.7	4,265	72.7

■ **Notes:** Barker McCormac non equity affiliation with Saatchi & Saatchi Advertising.

General notes:

Exchange rates: All figures in this report are historical, unless otherwise noted. Exchange rates are given in the country tables for 1988 and 1987 respectively. Although the questionnaire sent to agencies requested constant conversion of local currency to U.S. dollars using the 1988 exchange rate, ADVERTISING AGE editors decided to use historical figures rather than allow a weak dollar to unnecessarily inflate foreign agency income.

The exchange rate for Trinidad should have read .2587 instead of .0008, as erroneously listed in the questionnaire.

Abbreviations for equity holdings:
MJ—majority owned, 51% to 100%
MN—minority owned, 1% to 50%
NE—no equity—affiliation or association
NA—not applicable—locally owned
ND—not disclosed

Young & Rubicam does not report billings. Figures listed for Y&R throughout the charts are AA estimates.

Conquest Europe is part of WPP, London, a European network specifically created to handle the Alfa Romeo auto account, headquartered in Milan, Italy.

Saatchi leads top 11 mega-groups

Non-advertising units and efforts outside U.S. pace robust gains in agency billings

Saatchi & Saatchi PLC, London, continued its dominance of agency mega-groups in 1988, although in media-related business, it met stiffer competition from challenger Interpublic Group of Cos.

Saatchi, reporting overall gross income of $1.99 billion on billings of $13.5 billion, easily outdistanced New York-based Interpublic by a margin of $730 million in gross income and $5.1 billion in billings.

However, when extracting non-media activities from group volume, Interpublic narrowed the Saatchi lead to $214 million gross income and $1.7 billion in billings. Non-media in these groups often include consulting, design, graphics, market research, sales promotion, audio-visual, video communications groups and public relations. This segment's growth has been phenomenal. In 1988, the groups listed in the accompanying chart reached 18% growth in worldwide billings while improving non-advertising contributions by 102%.

Mega groups by worldwide gross income

Rank			Gross income						Billings			
			Worldwide			U.S.			Worldwide		U.S.	
1988	1987	Group	1988	1987	% chg	1988	1987	% chg	1988	1987	1988	1987
1	1	**Saatchi & Saatchi PLC**	$1,990	$1,685	18.2	$921	$823	12.0	$13,529	$11,357	$6,316	$5,624
2	2	**Interpublic Group of Cos.**	1,260	993	26.9	464	390	18.9	8,402	6,623	3,095	2,603
3	4	**WPP Group PLC**	1,173	893	31.5	638	492	29.8	7,825	5,953	4,256	3,279
4	3	**Omnicom Group**	986	896	10.6	585	549	6.5	7,072	6,268	4,344	3,882
5	5	**Ogilvy Group**	865	759	14.0	393	366	7.4	5,703	5,041	2,702	2,482
6	6	**Eurocom**	500	420	19.0	27	25	9.3	3,343	2,763	212	183
7	7	**WCRS Group**	335	240	39.3	100	89	12.4	2,914	1,675	764	657
8	8	**Lowe Howard-Spink & Bell**	197	149	32.8	58	57	1.3	1,316	1,036	397	393
9	11	**Bozell Inc.**	194	NA	NA	165	NA	NA	1,347	NA	1,185	NA
10	10	**GGK Holding AG**	85	52	62.6	25	10	136.1	578	415	174	89
11	9	**Lopex PLC***	68	54	26.4	10	8	14.3	452	359	64	56

Notes: Dollars are in millions. Only a groups' percentage ownership of agencies is included in its total. * Figures represent only advertising business, Alliance International.

Saatchi & Saatchi

This London-based agency group dominated all groups with worldwide gross income of $1.99 billion on billings of $13.5 billion, up 18% and 19%, respectively from 1987.

Saatchi's advertising results—based largely on contributions by its two advertising networks—Saatchi & Saatchi Advertising Worldwide, and Backer Spielvogel Bates Worldwide—were $1.5 billion in gross income, up 10.5%, on billings of $10.1 billion, up 11.8%. Saatchi's big growth area was in non-advertising subsidiaries, which accounted for gross income of $516 million worldwide on billings of $3.4 billion, both 47% above prior year figures.

Top execs: J.K. Gill, president; Maurice Saatchi, chmn. Directors—Charles Saatchi, D.S. Perring, Simon J. Mellor, V.E. Millar, J.T. Sinclair, A.K. Woods, T.K, Bannister, Roy Warman, V.E. Treves (non-exec).

Phone: 01-930-2161 London.

Interpublic

Interpublic Group of Cos., New York, reported gross income of $1.26 billion in 1988 on billings of $8.4 billion.

Of the $267 million increase in gross income for the year, 80% of that came from abroad. International billings were $5.3 billion, or 63% of total billings.

Contributing to that growth were its two large international agencies, McCann-Erickson Worldwide and Lintas:Worldwide. International results for those agencies increased about 30% in both gross income and billings; McCann accounted for 51% of the boost in international gross income, and Lintas the rest. For M-E, growth was not just a factor of favorable exchange rates, but sizable account gains reflected in a 9.2% growth in its workforce abroad in no new offices. Lintas expanded its workforce abroad by 21%.

On the domestic side, McCann-Erickson growth relied largely on the acquisition of Phillips-Ramsey and the U.S. operations of Geers Gross. Likewise, growth at Lintas:USA was aided by the acquisition of Fahlgren & Swink, which brought in $18.9 million in gross income and $126.2 million in billings. These totals were more than Lintas:USA (without F&S) gained as a whole between 1987 and 1988.

Top execs: Philip H. Geier Jr., chmn & ceo; Eugene P. Beard, exec vp-finance & operations, cfo.

Phone: (212) 399-8000.

WPP Group

WPP Group, London, showed that its business extends far beyond advertising as it reported gross income of $1.17 billion on billings of $7.8 billion, both increases of 31%.

Of total gross income, non-advertising units contributed $572.4 million, or 48.8% of the total, up from 42% in 1987. Non-advertising at WPP includes graphics and design, incentive and motivation groups, sales promotion, audio-visual, video communications, market research and public relations. The advertising sector increased only 3% in gross income.

Advertising operations in the U.S. center on J. Walter Thompson Co., with a 6% increase in U.S. gross income. LGFE Inc., whose billings dropped precipitously following the departure of two agency principals and other key people, plus several sizable accounts in 1988, dropped 23% in gross income. The big stateside income generators were the non-advertising units, Simmons Market Research Bureau, Hill & Knowlton and specialist communications companies.

JWT's international gross income of $301.9 million in 1988 accounted for virtually all the $318 million non-U.S. gross income for WPP advertising units. JWT's international gross income advanced 23%, compared with only 6% growth in the U.S.

Top execs: Martin Sorrell, group ceo; Robert Lerwill, group financial dir; Jeremy Bullmore, John Quelch, Stephen King, dirs (non-executive); Doug Cheesman, corp devel U.S.; Rupert Day, Mark Rosen, corp devel non-U.S.; Chris Schulten, deputy group financial dir; Marie Hoban, group financial controller; Peter Law-Gisiko, controller, Latin America/Asia Pacific/Europe; Lewis Trencher, controller U.S.; Robert Emmins, financial dir, Rasor Communications Ltd.; Daniel Tinkelman, financial dir, Rasor Communications Inc.

Employees: 11,335 in 289 offices worldwide; 4,359 in 114 offices in the U.S.

Phone: 01-408-2204 London.

Omnicom Group

Omnicom, New York, reported worldwide gross income of $985.8 million on billings of $7.1 billion, up 10.1% and 12.8%, respectively.

Omnicom's 1988 results are tilted toward U.S. contributions that included gross income of $585 million, up 6.5%, on billings of $4.3 billion, up 11.9%. International growth continues to outpace that of the U.S. as non-U.S. gross income grew 15.6% to $401 million on $2.7 billion in billings, up 14.8%.

The group consists of two large agency networks, BBDO Worldwide and DDB Needham Worldwide. BBDO is the larger of the two, recording worldwide billings in 1988 of $4.1 billion, compared with DDB Needham's $3 billion.

Top execs: Bruce Crawford, president-ceo; Fred Meyer, cfo.

Phone: (212) 415-3600.

Ogilvy Group

Ogilvy Group, New York, reported gross income of $865.4 million on billings of $5.7 billion in 1988, up 14% and 13%, respectively, from the prior year.

Like other groups, its growth came from abroad. International gross income was $472 million, up 20% from the prior year, while international billings grew 17% to $3 billion.

Part of the growth abroad represented a bookkeeping change by Ogilvy. For the first time, it folded into income the returns from its minority-owned agencies.

In the U.S., it reported gross income of $393.1 million, up 7.4%, on billings of $2.7 billion, up 8.9%. About 58% of the U.S. increase in billings came from Ogilvy & Mather Worldwide, the group's lead agency, while about 14% came from Scali, McCabe, Sloves.

The remainder was attributed to the group's specialty units, particularly PR, marketing and research units.

Workforce changes demonstrated the impact of international billings. Employment abroad advanced 3.8% to 6,225 in 275 offices, while in the U.S., employment fell 1.6% to 3,994 in 81 offices. The agency added 30 offices abroad and five in the U.S.

Top execs: Kenneth Roman, chairman-ceo; John Gill, treasurer.

Phone: (212) 907-3400.

Eurocom

Eurocom, Paris, reported worldwide gross income of $500 million on billings of $3.3 billion, up 19% and 21%, respectively, from 1987.

Eurocom, created out of the Univas agency network and its

LOPEX PLC

- Alliance International S.A.
  - LVH Alliance, Belgium
  - Alliance Oy, Finland
  - CFP Alliance, France
  - G&H Alliance, Germany
  - Prad Alliance, HVR Alliance, Holland
  - Arks Alliance, Young Alliance, Ireland
  - PubbliMarket Alliance, Italy
  - A&P Alliance, New Zealand
  - Timing Alliance, Portugal
  - Tropical Alliance, Singapore
  - BCK Alliance, Spain
  - Stromgren Alliance, Sweden
  - Alliance U.K. Ltd., U.K.
  - Warwick Alliance, U.S.

GGK HOLDING A.G.

- U.S. operations
  - Lois/GGK
    - Lois/GGK New York
    - Lois/GGK Chicago
    - Media Bang!
- Non-U.S. operations
  - GGK Amsterdam
  - GGK Basel
  - GGK Zurich
  - GGK Zollikon
  - GGK Dusseldorf
  - GGK Communications
  - GGK Frankfurt
  - GGK London
  - GGK Madrid
  - GGK Barcelona
  - GGK Milan
  - GGK Paris
  - W/GGK Sao Paulo
  - GGK Vienna
  - GGK Salzburg

THE OGILVY GROUP

- Ogilvy & Mather Worldwide
  - Ogilvy & Mather Advertising
  - Ogilvy & Mather Direct Response
    - A. Eicoff & Co.
    - Targeted Communications
    - Ogilvy & Mather Yellow Pages
  - Ogilvy Public Relations Group
    - Adams & Rinehart
    - Ogilvy & Mather Public Affairs
    - Charls E. Walker Associates
    - Ogilvy & Mather Public Relations
  - Specialized Services
    - Graphic Services
    - Silver Bullet Productions
    - Speech Dynamics
    - Sussman & Sugar
    - Rolf Werner Rosenthal
      - World Health Communications
- Scali, McCabe, Sloves
  - Fallon McElligott
  - Martin Agency
  - Stevens & Buchsbaum
  - Mort Goldberg Inc.
- SAGE Worldwide
  - Futures Group
  - SAGE Worldwide Retail
  - SAGE Worldwide Promotion
  - Promotional Campaigns
    - PMSI
    - Thomson-Leeds Co.
    - Alert Marketing
- Independent Associated Agencies
  - Cole & Weber
  - Euramerica International Advertising
- Research International Ltd.
  - Decisions Center
  - Cambridge Reports

lead agency Havas Conseil in Paris, has reached far beyond its initial French empire through its connection with HDM and WCRS/Belier.

Eurocom formed HDM (the "H" is for Havas) with Dentsu and Marsteller, the old Y&R shop, in 1986. It owns 100% of HDM Europe, 35% of HDM U.S., and 20% of HDM Asia. That percentage ownership brought its returns from HDM to $226.6 million gross income in 1988, up 42%, on billings of $1.6 billion, up 45%.

In its '87 linkup with WCRS/Belier Europe, it owns 100% of Europe operations, and 20% each of U.K., U.S. and Asian operations. Returns for its percentage ownership in 1988 were $141.5 million gross income on billings of $970.4 million, both up 17%.

The remaining 25% of its 1988 returns came from its various French agencies and networks blanketing the country.

Top execs: Pierre Dauzier, chm-ceo; Alain de Pouzilhac, Pierre de Plas, both senior exec vp-coo; Jacques Herail, exec vp; Jacques Landelle, exec vp; Philippe Vuitton, exec vp. Employees: 6,550.

Phone: 47 47 81 81 Paris

WCRS Group

WCRS Group, London, had worldwide gross income of $334.6 million on billings of $2.9 billion in 1988, up 39% and 74%, respectively.

The group is two-dimensional, dominated by WCRS Worldwide, the advertising operation, and Carat Espace, the European media-buying joint venture.

The rapid growth overall and wide differential between the rate of growth for gross income and billings is largely because of WCRS's acquisition of 50% of SGGMD, the French media-buying independent founded in 1969. The resulting joint venture, called Carat Espace, is the leading Pan-European media buying network.

Fifty percent of the media unit's returns, or gross income of $44.5 million on billings of $885 million (a 5% commission rate) were folded into WCRS in 1988, Carat Espace's inaugural year.

(Continued on Page 82)

OMNICOM

- BBDO Worldwide Inc.
  - BBDO New York division
  - BBDO Detroit div
  - BBDO Minneapolis div
  - BBDO Chicago div
  - BBDO LA & SF div
  - BBDO Atlanta div
  - Tycer Fultz Bellack.
  - International Agencies
- DDB Needham Worldwide
  - DDB Needham Chicago, Detroit, LA, NY, Wash.
- SF, Denver
  - DDB Needham Retail SF, Sacramento
  - Milici, Valenti, Park & Gabriel, Honolulu
  - international Agencies
- Diversified Agency Services
  - Baxter Gurian & Mazzei
  - Blair Advertising
  - Doremus & Co.
  - Fletcher Mayo Associates
  - Franklin Spier Inc.
  - Bernard Hodes Advertising
  - Ingalls, Quinn & Johnson
  - Caravetta, Allen Kimbrough
  - Lavey/Wolff/Swift
  - Rapp Collins Marcoa
  - R.C. Communications
  - Hannaford
  - Kallir, Philips, Ross
  - *Kresser Craig*
  - Frank J. Corbet
  - G M DuBois
  - Telerx Marketing
  - Porter Novelli
  - Omnicom Productions
  - International Creative Casting Inc.
  - Robles Communications
  - Weiss/Watson
- Tracy-Locke, Dallas, Denver, LA
  - Tracy-Locke-Atlanta
  - Altschiller Reitzfeld Davis/Tracy-Locke-New York

INTERPUBLIC GROUP OF COMPANIES

- Dailey & Associates
- Lintas:Worldwide
  - Lintas:New York
    - Lintas:MCM
    - Lintas:Vos Direct
    - Lintas:Latina
    - Lintas:Puerto Rico
- Lintas:Campbell-Ewald
  - Lintas:Ceco Communications
- Fahlgren & Swink
- Lintas:International
- Lowe Marschalk
- McCann-Erickson Worldwide
  - McCann-Erickson USA
    - McCann Promotion Services
    - McCann Direct

WPF GROUP PLC

- Strategic Marketing Services
  - Henley Centre for Forecasting
- Media Advertising
  - J. Walter Thompson Co.
  - Lord Geller Federico Einstein
  - Conquest Europe
- Public Relations
  - Hill & Knowlton
  - Carl Byoir
- Market Research
  - MRB Group
    - Simmons Market Research Bureau
    - Winona Market Research
    - British Market Research Bureau
    - Mass-Observation
    - MRB International
    - Basisresearch
    - Japan Market Research Bureau
- Non-Media Advertising
  - Graphics & Design
    - Business Design Group
    - OYA Group
    - Sampson/Tyrrell/JST Advertising
    - Sidjakov Berman Gomez
    - Stewart McColl Associates
    - VAP Group/Greaves Hall
    - Walker Group/CNI
  - Incentive & Motivation
    - Grass Roots Group
    - P&L International Vacationers
  - Sales Promotion
    - Einson Freeman
    - Mando Group
    - Scott Stern Associates
  - Audio Visual & Video Communications
    - MetroVideo/Mighty Movie Co.
- Specialist Communications
  - Anspach Grossman Portugal
  - Brouillard Communications
  - EWA
  - Entertainment Group
  - Harvard Group
  - HLS Corp.
  - J. Walter Thompson Direct
  - J. Walter Thompson Healthcare Group
  - Mendoza Dillon & Asociados
  - Pace Communications
  - Reese Communications/Targeting Systems
  - Thompson Recruitment Advertising
  - Tromson Monroe Advertising

WCRS GROUP

- WCRS Worldwide (Advertising)
  - U.S.A.
    - Della Femina McNamee WCRS
    - Heller Breene
    - Cohn & Wells
    - Robert A. Becker
  - U.K.
    - WCRS Advertising U.K.
      - WCRS Mathews Marcantonio
      - FCO
      - WCRS/dma
  - Europe
    - Belier WCRS France
    - Katte Empain Belier WCRS Belgium
    - Klein & Partners Netherlands
    - Belier WCRS Italia
  - Asia, Australia
    - The Ball WCRS Partnership (Australia, HK, Malaysia, NZ, Singapore, Taiwan, Thailand)
- WCRS Media Group
  - Carat Espace 50% (France, Spain, Germany, Italy, Benelux, UK)
  - Alan Pascoe & Associates, Pascoe Nally Intl
- Creamer Dickson International(PR)
  - Biss Lancaster (50%)-UK
  - Creamer Dickson Basford-US
  - Belier RP/Agenpress-Europe
  - Corporate Graphics-UK and US
  - Lay & Partners (60%)-UK

SAATCHI & SAATCHI CO. PLC

- Saatchi & Saatchi Communications
  - Advertising
    - Saatchi & Saatchi Advertising Worldwide
      - Saatchi & Saatchi Direct
      - Saatchi & Saatchi Promotions
      - Saatchi & Saatchi Business Communications
    - Backer Spielvogel Bates Worldwide
      - Kobs & Draft
    - AC&R
    - Campbell-Mithun-Esty
    - McCaffrey & McCall
    - Rumrill-Hoyt Rochester
    - Klemtner
    - Conill
    - KHBB
    - Hall/Harrison Cowley
    - Zenith
  - Public Relations
    - Rowland Worldwide
  - Design & Corporate Identity
    - Siegel & Gale Worldwide
  - Sales Promotion
    - Howard Marlboro
    - HP: ICM
- Saatchi & Saatchi Consulting
  - Strategic Services
  - Market Research
    - Yankelovich Clancy Shulman
    - National Research Group
  - External Information
    - Gartner Group
  - Information Services
    - Information Consulting Group (option to acquire)
    - Gamma (France)
  - Human Resources
    - Hay Group
      - Hay/Huggins
      - Hay Systems
      - MSL International
      - Moxon Dolphin & Kerby
      - McBer & Co.
      - Syllogistics Inc.
  - Technology Development
  - Logistics & Operations
    - Cleveland Consulting Associates
  - Marketing & Sales
    - Yankelovich Clancy Shulman
  - Management Development
    - McBer & Co.
  - Litigation Services
    - Litigation Sciences Inc.
    - Peterson & Co.
  - Transition Management
    - Corporate Planners & Coordinators Inc.

LOWE HOWARD-SPINK & BELL PLC

- Media Advertising
  - Lowe International
  - Allen Brady & Marsh
  - Lawrence Charles Free & Lawson
- Public Relations
  - Lowe Bell Communications
    - Good Relations
    - Lowe Bell Financial
    - GJW Government Relations
- Non-Media Advertising
  - Graphics & Design
    - GR Design
    - Brompton Design
    - Horseman & Cooke
    - Face Ronchetti
    - Face Photosetting
  - Sales Promotion
    - Brompton Promotions
    - Adplus
  - Direct Marketing
    - Brompton Direct
    - Brompton Hamilton Wright
  - Sponsorship
    - The Wight Co.
- Specialist Communications
  - NML Presentations
  - Effective Tele-Marketing
  - International Poster Management
- Consultancy
  - LBC Consultancy

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RANK
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Wyse Advertising

Cleveland
GROSS INCOME **$ 16** MILLION

Income & volume

($ in millions)

■ U.S.	1988	1987	% chg
Gross income	15 7	12 3	27 9
Volume	105 8	93 2	13 5
■ U.S. volume stats	**1988**	**1987**	**% chg**
Media	63 5	58 5	8 6
Materials & services	12 0	11 4	5 2
Capitalized fees	30 3	23 4	29 7

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	9 8	7 9	23 5
Consumer magazine	19 5	18 0	8 5
Outdoor	0 6	0 7	(13 9)
Spot TV	8 1	8 2	(1 0)
Network TV	11 1	8 2	35 9
Radio	8 8	9 6	(7 6)
Other	0 3	4 3	7 0

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	231	185	24 9
Offices	2	2	NA

1988 billings by major office

■ Office, City	Billings
Wyse Advertising, New York	14 4
Wyse Advertising, Cleveland	91 4

Annual Review

In May, the shop bought North Coast Behavioral Research Group, specializing in consumer behavior, and moved Carl Camden, cofounder-ceo of the company to exec vp—director of Wyse's Marketing Decisions Group. In August, the agency opened Pinnacle Media as an independent broadcast media-buying service with Erroll Dengler, Wyse vp-group media, as president. It gained the $4 million snack account from Drake Bakeries in 1988 and produced an $800,000 24-page color insert in *Forbes*' "Forbes 500" for Nestle Enterprises, the first such corporate advertising for that client. It is preparing a national image campaign for Uniroyal Goodrich as well. Allan D. Gardner, former exec vp at Canter Achenbaum Associates consulting firm, became president of the New York office, succeeding Lois Wyse who continues as president of the Cleveland-based parent company where her former husband, Marc Wyse, is chairman.

U.S. Accounts

Gained: BF Goodrich Co.; Drake Bakeries; Edward D. Jones & Co.; BP Exploration; SVD Enterprises; Samsonite Furniture; Those Characters from Cleveland; Uniroyal Goodrich Tire Co.

Lost: Celanese Fibers; Greenwood Mills; Gourmet Salads; Higbees Dept Store.

Officers

Marc A. Wyse, chmn; Lois Wyse, president; James B. Rucker Jr., vice chmn; Evelyn M. Reisz, secretary-treasurer.

Phone: (216) 696-2424.

RANK
1

Young & Rubicam

New York
GROSS INCOME: **$ 758** MILLION ✓

Income & volume

($ in millions)

■ Worldwide	1988	1987	% chg
Gross income	757 6	735 5	3 0
Volume	5,390 3	4,905 7	9 9
■ U.S.	**1988**	**1987**	**% chg**
Gross income	372 8	385 8	(3 4)
Volume	2,791 8	2,573 0	8 5

Billings by media

($ in millions)

■ Media	1988	1987	% chg
Newspaper	107 6	100 6	7 0
Consumer magazine	248 5	174 4	42 5
Sunday magazines	0 4	0 0	NA
Business publications	62 6	0 0	NA
Medical journals	35 1	29 5	13 0
Farm publications	12 7	0 5	NA
Outdoor	31 8	14 8	114 9
Transit	6 7	5 9	14 3
Point of sale	0 0	1 2	NA
Spot TV	407 6	356 0	14 5
Network TV	625 4	636 0	(1 7)
Cable TV	60 6	61 0	(0 6)
Radio	82 6	96 9	(14 8)
Direct response	111 1	5 0	2,107 6

Workforce & facilities

■ U.S.	1988	1987	% chg
Employees	4,717	4,876	(3 3)
Offices	50	45	11 1

1988 billings by major office

■ Office, City	Billings
Cato Johnson/Y&R, New York	46 2
Chapman Stone & Adler, New York	51 7
Stone & Adler, Chicago	31 9
CMF&Z, Cedar Rapids, Iowa	79 2
HDM USA, Los Angeles	13 1
HDM USA, Los Angeles	80 8
HDM USA, New York	89 0
HDM USA, Chicago	45 8
Hutchins/Y&R, Rochester, N.Y	52 5
Rogers Merchandising, Lombard, Ill	46 4
Sive Associates, Cincinnati	29 6
Sudler & Hennessey, New York	137 2
Infobase, Conway, Ark	4 4
Wunderman Worldwide, New York	229 7
Wunderman Worldwide, Detroit	32 0
Young & Rubicam, New York	1,153 2
Young & Rubicam, Chicago	92 6
Young & Rubicam, Detroit	198 2
Young & Rubicam, San Francisco	84 5
Burson-Marsteller, New York	NA

■ **Notes:** Y&R includes only $57 million from HDM in its figures. The agency claimed only $689.3 million in Burson-Marsteller's worldwide billings of $109 billion. U.S. billings at B-M were estimated at $820 million, with Y&R claiming an estimated $517 million.

Annual Review

Y&R continued on a hot streak of new business in 1988, including winning the U.S. Army recruitment account ($50 million), Revlon ($30-$35 million), Holiday Inns media advertising and collateral account ($25 million), and American Home Products' Today contraceptive ($10 million). Overseas, it gained the $19 million U.K. National Employers Liaison account for volunteer military reserve and the $22.5 million House of Fraser account. Overall, the agency grew by $485 million in worldwide billings, representing 9.9% growth over 1987, but in actual terms, growth was much higher because 1987 figures did not exclude non-media-related capitalized billings from Burson-Marsteller as did 1988 returns. Figures were left historic in keeping with AA's treatment of other agencies. AA requested the media-only B-M figures which were supplied by Y&R. The growth of 3% in gross income worldwide between 1988 and 1987 would actually increase to 10.1% with the elimination of $47.5 million in B-M fees from Y&R's 1987 worldwide gross income. Since about 75% of B-M's business is in the U.S., the U.S. income total in 1988 would represent an increase of about 6% over 1987 after eliminating about $34 million in non-media B-M fees from gross income in that year. During the year, Y&R bought Arthur E. Wilk, the Chicago-based healthcare agency with $20 million in billings, sold its minority interest in Collett Dickenson Pearce's CISA, a European network formed by CDP, merged its Argentina office with another agency and bought two Spanish shops. It provided funding for Lord, Einstein & O'Neill Partners, the agency founded by two who broke away from LGFE Inc., a WPP Group agency. Late in 1988, Y&R announced it would convert its major U.S. operations to a limited partnership.

U.S. Accounts

Gained: Alabama Space & Rocket Center; Allergan; Burroughs-Wellcome; Convergent Technologies; DuPont Engineering Parts; DuPont Imaging; DuPont Packaging Prods; Hartmarx; Holiday Inns; Johnson & Johnson's PPC assignments; Marine Harvest; Michcon Gas Co.; Navistar; Revlon Aor; Sun Diamond; System Software; Whitehall Laboratories; WNET.

Lost: AAA-Michigan; G.F. Aor; Hertz; Johnson & Johnson's Stayfree brand assignments; Montgomery Ward; S.B. Thomas.

Foreign Accounts

Gained: Europe—UIP, Malibu, IDV. London—House of Fraser. Paris—Pernod Ricard, Reckitt & Colman, Wedgwood China. Madrid—Saimaza Coffee/General Foods. Zurich—Siber, Hegner Watches, Bosch White Goods. Brazil—Johnson & Johnson, Loctite. Chile—Johnson & Johnson. Mexico—Bayer. Puerto Rico—Frito-Lay. Canada—Labatt. Australia—Solomon's Carpets. New Zealand—Giant Supermarket.

Lost: Brazil—Vicuna, Imbrateur. Mexico—Uniroyal.

Officers

Alexander Kroll, chmn & ceo-Y&R; Peter Georgescu, exec vp, president-Y&R Adv; Harold Burson, chmn-Burson-Marsteller; James Dowling, exec vp, president-ceo, Burson-Marsteller; Lester Wunderman, exec vp, chmn-Wunderman Worldwide; R. John Cooper, exec vp, genl counsel-secretary, Y&R; Roger Craton, exec vp-cfo, Y&R; Joseph De Deo, exec vp, president-Y&R Europe; Roby Harrington, exec vp, chmn-US Natl Group; Arthur Klein, exec vp-Y&R, president-ceo, Y&R NY, president-Direct Marketing Group; John P. McGarry Jr., exec vp, chmn-client svcs worldwide, chmn-Y&R NY; James McCoubrey, exec vp, area dir-Canada, Australia, Africa.

Phone: (212) 210-3000.

Ball WCRS

(Continued from Page 79)

from the No. 8 position to less than one percentage point behind market leader National, a line from Matsushita Electric Industrial Co. in Japan, he added.

Other advertising has been equally creative. The "Summer" campaign for Crocodile Garments and "Olympic Summer" ads for Puma are rich in the distinctive pastel colors of Asia.

The Ball WCRS Partnership is a mouthful of a name woven around the extroverted personality of Michael Ball, 52, former vice-chairman of Ogilvy & Mather Worldwide, who understands the value of a strong brand name—in this case, his own surname.

It was not until Mike Chu merged his widely praised creative shop, Synergie, with Ball HK a year ago that the Hong Kong partnership between the Mikes began to work.

Mr. Chu said, "Many of our clients are expanding and going international because of 1997 [when the British hand back the colony to China]. We must go with them. We could well find ourselves, in 1997, in a key position on the doorstep to China."

The agency began in Hong Kong in January 1980 as Meridian, a second network for O&M designed by Mr. Ball to handle conflicts. In 1986 Mr. Ball resigned from O&M, bought majority control of the Meridian network of offices throughout Southeast Asia, and changed its name to the Ball Partnership. In 1987, Ball became a wholly owned part of WCRS. ☐

Mega-groups

(Continued from Page 81)

WCRS Worldwide reported worldwide gross income of $290.1 million on billings of $2 billion in 1989.

The U.S. contribution—mainly from Della Femina, McNamee WCRS—was $99.9 million gross income on billings of $764.2 million.

Top execs: Peter Scott, joint chmn-ceo; Robin Wight, joint chmn; Tim Breene, deputy chief exec; Charles Stern, group finance dir.

Phone: (01) 242-2800.

Lowe Howard-Spink & Bell

LH-S&B Ltd., London, reported worldwide billings growth of 27% to $1.32 billion in 1988 with estimated gross income of $197.5 million, up 30%.

Its U.S. properties contributed $397.4 million in billings, up only 1% from the prior year. Agencies included in the U.S. tally and their percentage ownership were Lowe Marschalk (30%), Laurence, Charles, Free & Lawson (100%) and Lowe Tucker Metcalf (15%).

The group's non-U.S. properties include agencies in Britain, Australia and Canada, and a European network. These international contributions expanded by 43% in 1988 to $919 million.

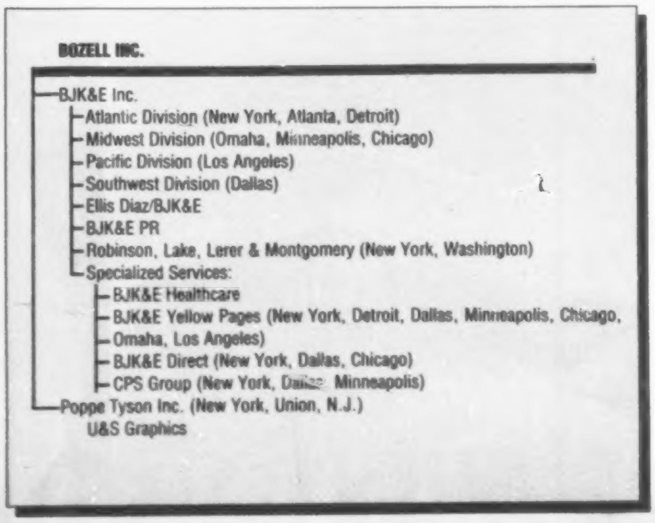
Mega groups minus non-media advertising

Rank 1988	Rank 1987	Group	Worldwide gross income 1988	Worldwide gross income 1987	Worldwide gross income % chg	Worldwide billings 1988	Worldwide billings 1987
1	1	**Saatchi & Saatchi PLC**	$1,474	$1,335	10.5	$10,087	$9,023
2	2	**Interpublic Group of Cos.**	1,260	993	26.9	8,402	6,623
3	3	**Omnicom Group**	963	872	10.4	6,918	6,125
4	4	**Ogilvy Group**	715	633	13.0	4,700	4,201
5	5	**WPP Group PLC**	613	520	17.7	4,213	3,481
6	6	**Eurocom**	500	420	19.0	3,343	2,763
7	7	**WCRS Group**	254	216	17.6	1,789	1,613
8	8	**Lowe Howard-Spink & Bell**	175	135	29.1	1,166	948
9	9	**Bozell Inc.**	173	NA	NA	1,207	NA
10	9	**GGK Holding AG**	85	59	43.4	578	415
11	10	**Lopex PLC (Alliance Int'l)**	68	54	26.4	952	359

Notes: Dollars are in millions.

Top execs: Frank Lowe, chmn; Les Delano, exec dir. Employees: 2,000 in 35 offices in 1988 worldwide; 684 in nine offices in the U.S.

Phone: 01-225-3433 London; (212) 708-8895 New York.


BOZELL INC.
BJK&E Inc.
Atlantic Division (New York, Atlanta, Detroit)
Midwest Division (Omaha, Minneapolis, Chicago)
Pacific Division (Los Angeles)
Southwest Division (Dallas)
Ellis Diaz/BJK&E
BJK&E PR
Robinson, Lake, Lerer & Montgomery (New York, Washington)
Specialized Services:
BJK&E Healthcare
BJK&E Yellow Pages (New York, Detroit, Dallas, Minneapolis, Chicago,
Omaha, Los Angeles)
BJK&E Direct (New York, Dallas, Chicago)
CPS Group (New York, Dallas, Minneapolis)
Poppe Tyson Inc. (New York, Union, N.J.)
U&S Graphics

Bozell Inc.

This newly-formed group reported worldwide gross income of $194 million on billings of $1.3 billion in 1988. Aside from the Bozell, Jacobs, Kenyon & Eckhardt family tree, the only other unit under the holding company umbrella is Poppe Tyson.

Bozell Inc. was formed following BJK&E's buyback from Lorimar Corp., Poppe Tyson's former parent as well.

Top execs: Liener Temerlin, chmn; Charles D. Peebler, ceo.

Phone: (212) 206-5000.

GGK Holding A.G.

This Basel, Switzerland-based agency had worldwide gross income of $85 million on billings of $578.3 million in 1988, up 62.6% over prior year totals.

The U.S. contribution was $25 million in gross income on billings of $174 million. U.S. gross income, up by $15 million, represented 45% of the worldwide gross income growth of $33 million.

The surge in U.S. operating results came from a full-year inclusion of Lois/GGK New York (formerly Lois Pitts Gershon Pon), Lois/GGK Chicago (formerly HCF & Lois) and Media Bang! The U.S. shops were just organized this month into their own holding company, Lois/GGK. GGK's other shops are widely dispersed throughout Europe, but the Lois/GGK New York agency, with billings of $99.4 million, is the largest agency in the group.

Top exec: Paul Gredinger, owner.

Phone: 41 61 23 39 16 Basel.

Lopex PLC

Lopex PLC, London, which owns a majority position in Alliance International S.A., a Brussels-based agency worldwide network, reported growth of 26% in both worldwide gross income of $68 million and billings of $452 million for Alliance.

Since its formation six years ago, Alliance has grown by buying a majority interest in local shops. There are only four agencies in the network in which Alliance only owns a minority interest; one of the agencies is Warwick Advertising, New York.

The network is represented in 14 countries, usually by one agency per national market. Apart from Alliance, Lopex also is involved in marketing communications, research, public relations and sales promotion.

Top exec: Philip Kirby, development dir, Alliance; Tom O'Leary, group managing dir, Alliance.

Phone: 2 511 72 90 Brussels. ☐

Top 10 by print media

Rank	Agency	Media billings 1988	Media billings 1987	% chg	Total billings 1988	Media % total billings 1988
	Newspapers					
1	**J. Walter Thompson Co.**	$194.0	$180.7	7.4	$1,787.9	12.0
2	Bernard Hodes Group	176.5	156.4	12.8	204.4	97.9
3	**Nationwide Advertising Service**	153.9	133.6	15.2	185.4	97.9
4	Lintas:Worldwide	115.4	NA	NA	1,219.2	11.7
5	**Young & Rubicam**	104.4	97.5	7.0	2,111.9	5.4
6	Grey Advertising	99.6	110.2	(9.6)	1,520.3	6.8
7	**Doremus & Co.**	85.0	90.0	(5.6)	181.0	43.7
8	Leo Burnett Co.	82.5	78.7	4.9	1,765.0	5.3
9	**Wells, Rich, Greene**	80.2	99.5	(19.4)	833.9	10.5
10	Bozell, Jacobs, Kenyon & Eckhardt	77.4	118.2	(34.5)	1,090.0	6.7
	Consumer magazine					
1	**Young & Rubicam**	$248.5	$174.4	42.5	$2,111.9	12.9
2	J. Walter Thompson Co.	225.0	188.0	19.7	1,787.9	13.9
3	**Leo Burnett Co.**	221.5	200.9	10.2	1,765.0	14.3
4	DDB Needham Worldwide	166.8	144.7	15.3	1,318.9	13.7
5	**Grey Advertising**	162.9	155.1	5.0	1,520.3	11.2
6	Bozell, Jacobs, Kenyon & Eckhardt	162.2	183.8	(11.8)	1,090.0	14.1
7	**Lintas:Worldwide**	162.2	NA	NA	1,219.2	16.4
8	Wells, Rich, Greene	160.5	130.0	23.5	833.9	21.0
9	**Saatchi & Saatchi Advertising**	149.8	157.3	(4.8)	1,740.1	8.9
10	McCann-Erickson Worldwide	144.8	118.8	21.9	1,314.0	13.4
	Sunday magazine					
1	**Lois/GGK New York**	$10.00	NA	NA	$99.4	11.2
2	Laurence Charles Free & Lawson	5.38	5.39	(0.2)	302.0	1.8
3	**TBWA Advertising**	5.10	3.80	34.2	154.1	4.1
4	NW Ayer	3.71	6.24	(40.6)	946.7	0.4
5	**Tatham-Laird & Kudner**	3.68	4.69	(21.5)	217.0	1.5
6	Ross Roy Group	3.30	5.20	(36.5)	568.1	0.7
7	**Bernstein-Rein Advertising**	2.53	1.41	80.0	82.3	3.1
8	Tarlow Advertising	2.21	NA	NA	39.9	ERR
9	**FCB-Publicis**	2.17	1.43	52.4	1,617.8	0.2
10	Ammirati & Puris	2.10	NA	NA	210.0	1.2
	Business publications					
1	**Levine, Huntley, Schmidt & Beaver**	$58.3	NA	NA	$216.4	32.1
2	Young & Rubicam	57.9	NA	NA	2,111.9	3.0
3	**J. Walter Thompson Co.**	52.7	51.1	3.1	1,787.9	3.3
4	Della Femina, McNamee WCRS	44.7	NA	NA	660.5	7.6
5	**Doremus & Co.**	43.0	54.0	(20.4)	181.0	22.1
6	FCB-Publicis	37.3	15.6	139.3	1,617.8	2.6
7	**Ketchum Communications**	36.9	27.9	32.0	726.0	6.0
8	Ogilvy & Mather Worldwide	35.0	12.0	191.7	1,558.4	2.4
9	**McCann-Erickson Worldwide**	33.1	27.2	21.7	1,314.0	3.1
10	HDM	16.1	16.4	(1.8)	228.9	7.8
	Medical journals					
1	**McCann-Erickson Worldwide**	$60.0	$49.2	22.0	$1,314.0	5.6
2	Klemtner Advertising	46.8	33.4	40.1	90.2	66.9
3	**William Douglas McAdams Inc.**	43.0	45.5	(5.5)	107.0	42.6
4	Lavey/Wolff/Swift	42.0	36.0	16.7	84.5	58.2
5	**Young & Rubicam**	35.1	29.5	19.0	2,111.9	1.8
6	Dorritie & Lyons	29.4	24.5	20.0	50.0	65.3
7	**FCB-Publicis**	22.9	32.2	(28.7)	1,617.8	1.6
8	Kallir, Philips, Ross	22.1	16.8	31.0	163.2	17.8
9	**William R. Biggs/Gilmore Associates**	20.6	14.6	41.1	52.3	51.2
10	Barnum Communications	18.7	20.0	(6.7)	36.5	49.4

Notes: Dollars are in millions. Total agency billings and billings by media do NOT include the billings of subsidiary agencies ranked elsewhere in this issue.

AA chart: Kevin Brown

Top 10 by broadcast

Rank	Agency	Media billings 1988	Media billings 1987	% chg	Total billings 1988	Media % total billings 1988
	Spot TV					
1	**Young & Rubicam**	$391.0	$340.8	14.7	$2,111.9	20.2
2	D'Arcy Masius Benton & Bowles	365.8	280.1	30.6	1,567.0	26.2
3	**FCB-Publicis**	327.0	354.0	(7.6)	1,617.8	23.1
4	J. Walter Thompson Co.	316.9	357.3	(11.3)	1,787.9	19.6
5	**Grey Advertising**	315.9	330.4	(4.4)	1,520.3	21.7
6	Saatchi & Saatchi Advertising	309.6	282.2	9.7	1,740.1	18.5
7	**Campbell-Mithun-Esty**	254.1	179.8	41.3	783.0	34.3
8	Backer Spielvogel Bates Worldwide	236.1	NA	NA	1,091.2	24.0
9	**BBDO Worldwide**	221.0	217.1	1.8	1,152.0	21.1
10	McCann-Erickson Worldwide	210.0	172.3	21.9	1,314.0	19.5
	Network TV					
1	**Leo Burnett Co.**	$703.6	$585.7	20.1	$1,765.0	45.4
2	J. Walter Thompson Co.	699.4	516.8	35.3	1,787.9	43.2
3	**Saatchi & Saatchi Advertising**	698.4	636.4	9.7	1,740.1	41.7
4	Young & Rubicam	625.4	636.0	(1.7)	2,111.9	32.4
5	**D'Arcy Masius Benton & Bowles**	615.4	511.4	20.3	1,567.0	44.1
6	Backer Spielvogel Bates Worldwide	545.6	NA	NA	1,091.2	55.5
7	**Grey Advertising**	511.0	507.2	0.7	1,520.3	35.1
8	Ogilvy & Mather Worldwide	479.0	391.0	22.5	1,558.4	33.4
9	**Lintas:Worldwide**	466.2	NA	NA	1,219.2	47.1
10	FCB-Publicis	402.1	399.0	0.8	1,617.8	28.4
	Cable TV					
1	**Young & Rubicam**	$60.6	$61.0	(0.6)	$2,111.9	3.1
2	Avrett, Free & Ginsberg	54.5	46.7	16.6	112.0	60.4
3	**Grey Advertising**	47.2	40.8	15.6	1,520.3	3.2
4	FCB-Publicis	43.5	34.8	25.0	1,617.8	3.1
5	**Lintas:Worldwide**	40.2	NA	NA	1,219.2	4.1
6	D'Arcy Masius Benton & Bowles	29.7	8.0	272.1	1,567.0	2.1
7	**Backer Spielvogel Bates Worldwide**	24.8	NA	NA	1,091.2	2.5
8	Bozell, Jacobs, Kenyon & Eckhardt	24.3	18.7	29.9	1,090.0	2.1
9	**Leo Burnett Co.**	23.8	19.1	24.3	1,765.0	1.3
10	McCann-Erickson; Ogilvy & Mather (tie)	21.0	NA	NA	NA	NA
	Syndicated TV					
1	**Leo Burnett Co.**	$106.4	$89.7	18.6	$1,765.0	6.9
2	D'Arcy Masius Benton & Bowles	59.7	51.9	15.1	1,567.0	4.3
3	**Jordan, McGrath, Case & Taylor**	31.7	26.3	20.6	300.0	11.3
4	McCann-Erickson Worldwide	30.0	24.6	22.0	1,314.0	2.8
5	**Wells, Rich, Greene**	21.7	NA	NA	833.9	2.8
6	HutchesonShutze	8.8	6.3	38.9	33.3	36.3
7	**Ross Roy Group**	6.8	NA	NA	568.1	1.4
8	Carrafiello-Diehl & Associates	5.4	1.6	244.2	61.0	10.4
9	**Burrell Advertising**	4.2	NA	NA	65.7	7.4
10	BBDO Worldwide	4.2	NA	NA	1,152.0	0.4
	Radio					
1	**Ogilvy & Mather Worldwide**	$96.0	$65.0	47.7	$1,558.4	6.7
2	DDB Needham Worldwide	90.1	52.0	73.3	1,318.9	7.4
3	**McCann-Erickson Worldwide**	89.5	73.4	21.9	1,314.0	8.3
4	Backer Spielvogel Bates Worldwide	89.3	NA	NA	1,091.2	9.1
5	**FCB-Publicis**	82.5	78.9	4.6	1,617.8	5.8
6	J. Walter Thompson Co.	81.0	87.8	(7.7)	1,787.9	5.0
7	**D'Arcy Masius Benton & Bowles**	74.1	63.8	16.0	1,567.0	5.3
8	Bozell, Jacobs, Kenyon & Eckhardt	72.3	96.6	(25.2)	1,090.0	6.3
9	**Young & Rubicam**	70.7	86.3	(18.1)	2,111.9	3.7
10	Grey Advertising	61.3	62.6	(2.1)	1,520.3	4.2

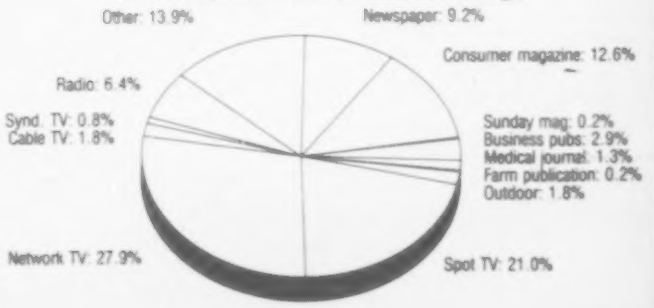
Notes: Dollars are in millions. Total agency billings and billings by media do NOT include the billings of subsidiary agencies ranked elsewhere in this issue.

AA chart: Kevin Brown

U.S. media billings by category

Media	Top 25 agencies 1988 billings	Top 25 agencies as % of top 500	Top 100 agencies 1988 billings	Top 100 agencies as % of top 500	Top 500 agencies 1988 billings
Print					
Newspaper	$1,406	43.8	$2,403	74.7	$3,214
Consumer magazine	2,785	63.0	3,688	83.4	4,421
Sunday magazine	17	26.3	42	65.6	63
Business publications	351	35.0	624	62.0	1,005
Medical journal	118	25.0	310	65.7	472
Farm publication	1	2.2	34	54.1	62
Broadcast					
Spot TV	4,352	59.4	6,098	83.2	7,325
Network TV	8,192	84.1	9,340	95.8	9,742
Cable TV	377	61.0	558	90.3	617
Syndicated TV	229	77.6	271	91.8	295
Radio	1,220	54.4	1,740	77.6	2,241
Other					
Outdoor	382	61.4	518	82.7	623
Other*	2,744	56.3	3,724	76.4	4,871

Media as % of $35 billion in billings



Notes: Dollars are in millions. Information in this chart is compiled from media breakouts supplied by 480 of the top 500 agencies reporting $35 billion in media billings. *Other includes billings from free-standing inserts, transit ads, point of sale, direct response, sales promotion, special events and Yellow Pages. AA will publish a ranking of sales promotion agencies May 1, 1989 and a ranking of direct response agencies May 15, 1989.

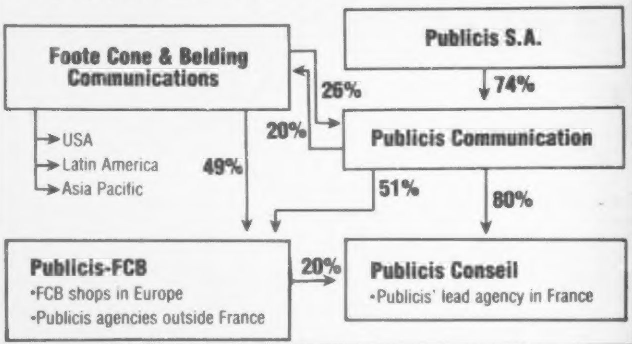
AA chart: Kevin Brown

Top 100 by productivity

Rank	Agency	Employees/ $1 million billed 1988	1987	U.S. employees 1988	1987	U.S. billings 1988	1987
1	Towne Silverstein & Rotter	0.54	0.54	45	45	$83	$84
2	Admarketing Inc.	0.61	0.67	138	135	225	201
3	Avrett, Free & Ginsberg	0.63	0.66	70	60	112	90
4	Ally & Gargano	0.75	0.81	220	255	295	317
5	LGFE Inc.	0.75	1.47	129	325	172	221
6	Lavey/Wolff/Swift	0.85	1.00	72	72	85	72
7	Hal Riney & Partners	0.92	0.93	183	185	200	200
8	Jordan, McGrath, Case & Taylor	0.94	1.11	283	310	300	280
9	Lois/GGK New York	0.96	1.04	95	93	99	89
10	Fallon McElligott	0.99	1.17	130	127	131	108
11	Wells, Rich, Greene	0.99	1.05	829	805	834	765
12	McKinney & Silver	1.02	1.18	122	135	119	115
13	Rosenfeld, Sirowitz, Humphrey & Strauss	1.05	1.04	122	114	116	110
14	TBWA Advertising	1.07	1.02	165	128	154	126
15	Thomas G. Ferguson Associates	1.08	1.19	110	100	102	84
16	Laurence Charles Free & Lawson	1.11	1.07	334	322	302	302
17	Wunderman Worldwide	1.11	1.51	295	393	266	260
18	Rubin Postaer & Associates	1.15	1.20	148	151	129	125
19	CCG/TCA	1.15	1.06	126	71	110	67
20	Levine, Huntley, Schmidt & Beaver	1.16	1.24	250	225	216	182
21	Leo Burnett Co.	1.18	1.21	2,083	1,877	1,765	1,550
22	Warwick Advertising	1.19	1.35	190	190	160	141
23	HDM	1.21	1.80	277	371	229	206
24	Griffin Bacal	1.22	1.25	176	200	144	160
25	Ammirati & Puris	1.24	1.44	260	245	210	170
26	Saatchi & Saatchi Advertising	1.25	NA	2,767	NA	2,210	2,126
27	Scali McCabe Sloves	1.26	1.45	706	737	560	507
28	D'Arcy Masius Benton & Bowles	1.28	1.42	2,288	2,219	1,794	1,565
29	M.E.D. Communications	1.29	1.44	120	105	93	73
30	Tatham-Laird & Kudner	1.31	1.29	285	312	217	242
31	Kallir, Philips, Ross	1.32	1.49	215	185	163	124
32	AC&R Advertising	1.32	1.54	469	562	356	366
33	Grey Advertising	1.33	[illegible]	2,015	2,165	1,520	1,455
34	Lowe Marschalk	1.34	[illegible]	408	461	304	304
35	Medicus Intercon International	1.34	[illegible]	158	136	118	104
36	Chiat/Day	1.36	[illegible]	678	435	500	350
37	J. Walter Thompson Co.	1.36	[illegible]	2,427	2,506	1,788	1,619
38	GSDM	1.38	[illegible]	171	NA	124	103
39	Poppe Tyson	1.38	1.88	131	124	95	66
40	Henderson Advertising	1.38	1.43	104	101	75	71
41	Klemtner Advertising	1.39	1.57	125	110	90	70
42	Gardner Advertising Co.	1.39	1.39	147	147	106	106
43	Rapp Collins Marcoa	1.39	1.40	328	307	236	219
44	Backer Spielvogel Bates Worldwide	1.40	1.44	2,748	2,603	1,964	1,808
45	Sudler & Hennessey	1.41	1.46	193	191	137	131
46	Dailey & Associates	1.41	1.67	185	189	131	113
47	NW Ayer	1.41	1.37	1,337	1,206	947	878
48	Lintas:Worldwide	1.42	1.25	1,917	1,390	1,345	1,108
49	Vicom/FCB	1.44	1.35	115	101	80	75
50	McCann-Erickson Worldwide	1.44	1.66	1,889	1,789	1,314	1,078
51	Bloom Companies	1.44	1.51	263	265	183	176
52	McCaffrey & McCall	1.44	1.69	413	486	286	287
53	DDB Needham Worldwide	1.44	1.52	2,786	2,484	1,929	1,637
54	Gross Townsend Frank Hoffman	1.45	1.66	109	90	75	54
55	Ogilvy & Mather Worldwide	1.46	1.61	2,732	2,810	1,875	1,745
56	Hill, Holliday, Connors, Cosmopulos	1.46	1.60	421	391	287	245
57	Chapman Stone & Adler	1.47	1.70	123	127	84	75
58	William Douglas McAdams Inc.	1.49	1.58	159	159	107	101
59	BBDO Worldwide	1.49	1.56	3,598	3,512	2,414	2,245
60	Ross Roy Group	1.49	1.69	848	805	568	475
61	Della Femina, McNamee WCRS	1.50	1.60	991	947	660	590
62	Kobs & Draft Advertising	1.51	1.67	136	142	90	85
63	Bozell, Jacobs, Kenyon & Eckhardt	1.53	1.61	1,665	1,847	1,090	1,150
64	Campbell-Mithun-Esty	1.54	1.48	1,207	1,100	783	741
65	Tucker Wayne/Luckie & Co.	1.56	1.61	187	198	120	123
66	Geer, DuBois	1.58	1.48	190	170	120	115
67	Davis, Ball, Colombatto Advertising	1.58	1.52	215	204	136	134
68	Tracy-Locke	1.60	1.82	654	593	408	326
69	Richards Group	1.64	1.67	166	149	101	89
70	Earle Palmer Brown Cos.	1.65	1.87	446	466	271	249
71	Cole & Weber	1.67	1.69	156	147	93	87
72	Doremus & Co.	1.69	1.50	305	291	181	195
73	Cabot Communications	1.69	1.94	161	155	96	80
74	FCB-Publicis	1.69	1.78	3,081	2,888	1,826	1,619
75	Young & Rubicam	1.69	1.90	4,717	4,876	2,792	2,573
76	Martin Agency	1.73	1.72	195	176	113	103
77	Ogilvy & Mather Direct Response	1.73	1.90	471	495	272	260
78	Bayer Bess Vanderwarker	1.77	1.64	150	106	85	65
79	Eisaman, Johns & Laws	1.78	1.64	199	168	112	102
80	W.B. Doner & Co.	1.86	1.96	500	484	269	247
81	Ketchum Communications	1.87	1.90	1,360	1,157	726	610
82	Cramer-Krasselt Co.	1.88	1.87	181	158	97	85
83	Mojo U.S.A.	2.00	2.04	147	130	74	64
84	Nationwide Advertising Service	2.03	2.28	376	358	185	157
85	Bernard Hodes Group	2.05	2.22	419	401	204	180
86	Lewis, Gilman & Kynett	2.07	2.15	265	275	128	128
87	Ingalls, Quinn & Johnson	2.07	1.79	219	242	106	135
88	Weightman Group	2.07	2.15	210	201	101	93
89	Rumrill-Hoyt	2.12	2.20	160	150	76	68
90	Miller Advertising Agency	2.16	2.36	180	180	84	76
91	Wyse Advertising	2.18	1.98	231	185	106	93
92	Al Paul Lefton	2.19	2.54	149	180	68	71
93	Long, Haymes & Carr	2.21	2.47	185	150	84	61
94	Fahlgren & Swink	2.25	2.55	284	303	126	119
95	Evans Communications	2.28	2.25	336	342	148	152
96	Creswell, Munsell, Fultz & Zirbel	2.40	2.28	190	173	79	76
97	Venet Cos.	2.52	2.82	220	214	87	76
98	Telephone Marketing Programs	3.30	4.50	651	650	197	145
99	Direct Marketing Group	4.17	4.59	637	688	153	150
100	Keller-Crescent Co.	5.09	4.90	561	561	110	115

Note: Dollars are in millions. Employees per $1 million in billings is computed by dividing total U.S. employees by U.S. billings in millions of dollars.

Alliance of FCB-Publicis



Agencies bonding under alliance

A schematic can best illustrate the interlocking that bundled Foote Cone & Belding and Publicis Communication into an "alliance" to produce the 6th largest agency worldwide in 1988.

The merger created a venture in Europe that joined the various Continental units of both agencies into Publicis-FCB and involved an exchange of stock between FCB and Publicis Communications, the advertising arm of Publicis S.A.

Publicis S.A. is the evolution of business interests of Marcel Bleustein-Blanchet, who founded a Paris agency called Publicis in 1926. Besides its advertising interests, the corporate parent owns media properties and the Le Drugstore Publicis chain.

Within a year, Publicis-FCB will extend its ownership in the agency, Publicis Conseil, to 30%, reducing Publicis Communication's holdings to 70%.

Operationally, the two shared only two clients at the time of the union—Colgate-Palmolive and Nestle—but now handle clients jointly, including the recently won Philips-Whirlpool household appliance account in 10 countries.

Offices have been merged in Milan, Madrid, Brussels, Amsterdam, Eindhoven, London and Gothenburg, Sweden, while separate offices have been retained in other cities for various reasons.

Norman Brown, FCB chairman, and Maurice Levy, chairman of the Publicis S.A. executive committee, now sit on each other's boards.

The complexities of the alliance continue to swirl.

Publicis Communications recently bought into a media buying holding company in France and placed an FCB officer as its proxy on the board.

Y&R stays on top

(Continued from Page 2)

Towne Silverstein & Rotter, New York, the nation's 89th largest agency, took most-productive honors with a productivity level of 0.54. Keller-Crescent, Evansville, Ind., ranked No. 55 overall, was least productive among the 100 at 5.09.

But to its credit, TSR kept employment even with 1987 levels despite a drop of about $5 million in billings.

Ad productivity can improve through pink-slipping. Of the top 100, 36 agencies pared their staffs, seven remained even, and 57 added more people.

Agency brands

Leo Burnett, with brand billings of $1.77 billion, knocked Saatchi & Saatchi Advertising ($1.74 billion) out of the top spot as the leading U.S. "brand" name. The "brand" is arrived at by unbundling billings from subsidiaries and specialty units from the core agency. Over the years, this core—which still competes in the local market—has been hard to define because of the subsidiary tiering.

Saatchi had replaced J. Walter Thompson as the brand leader in 1987.

JWT finished No. 3 this year Burnett, the perennial No. 2 in brand agency rankings, recorded a 13.9% growth in brand billings.

Y&R, for example, when reduced to its core agency of Y&R-named shops around the U.S., ranked No. 5 among agency brands with billings of $1.5 billion.

Sweet 16

The strong growth in billings assured continuity for the exclusive Billion Dollar Club, whose membership includes agencies with $1 billion in worldwide billings. The same 16 agencies again formed the elite club.

Closest candidate for membership is No. 17 Wells, Rich, Greene. WRG will need to grow about 20% over its 1988 billings of $835.9 million to attain this pantheon in 1989.

Not a bad goal for others to shoot at as well. ☐

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